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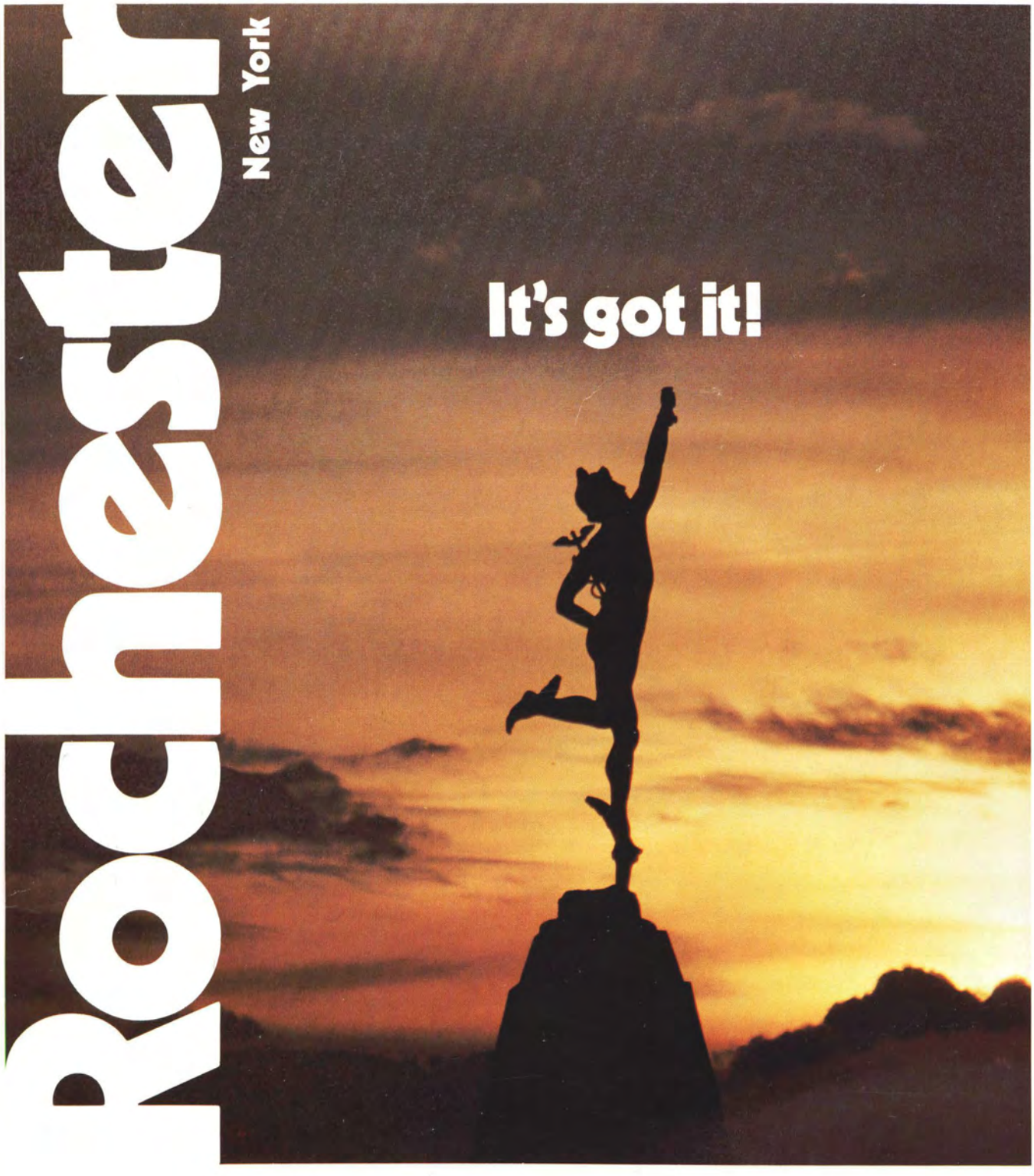
Rochester

New York



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Have you seen Sibley's? Make us one of your first contacts and see all the ways we can make your life here more fun.

Sibley's is the largest department store between N.Y.C. and Cleveland, a division of Associated Dry Goods along with many other fine stores you may already know.*

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Sibley's has it all...a wealth of merchandise! Fashions for the family, home furnishings, a Budget Store, a Gourmet Grocery and Bakery, a travel bureau, banking facilities, a photo studio, beauty salon, and a host of other services.

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Sibley's

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Greater Rochester Is Something Special

Our community offers an unusually high quality of life, which makes it a great place to live, work, visit, and do business.

The Rochester Area Chamber of Commerce is proud to present this publication. It gives an overview of the fine attributes of Rochester-area living and describes those aspects of our community that make it one of the most desirable places in the country in which to live.

We acknowledge business and industry, educational and cultural institutions for making a significant contribution to the quality of life in our area.

We also give special thanks to the many advertisers who cooperated to make this publication possible.

It's the Chamber's hope that you will discover Rochester through these pages, and share the pride we feel for our community. If there are specific questions unanswered, a visit or phone call to the Rochester Area Chamber of Commerce is an easy way to get the information desired.

Meanwhile, we encourage you to become a contributing partner in Rochester living.

Thomas T. Mooney
President
Rochester Area Chamber of Commerce

Theodore J. Altier
Board Chairman
Rochester Area Chamber of Commerce

Rochester Area Chamber
of Commerce, Inc.
55 St. Paul Street
Rochester, New York 14604
(716) 454-2220

A partial view of downtown Rochester and the Genesee River

Greater Rochester Is Something Special	1
In the Heart of the Northeast Region	4
Greater Rochester in Review	7
Rochester: A Study in Quality	10
The Production of Excellence	23
Easy Come, Easy Go	31
Education Earns High Marks Here	35
Diverse Designs for Living	53
Keeping Healthy	61
The Bountiful Marketplace	70
Suburban Cities: The Comfortable Life	78
The Arts: Abundant and Accessible	82
Bringing It All Together	91
A Wealth of Recreational Assets	96
For Your Information	104
Advertisers' Index	111

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Table of Contents

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by
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Woodland Hills, California 91365

About the cover: *Silhouetted against a brilliant sunset is the Mercury statue located atop the Lawyer's Coop Building in downtown Rochester.*

WPBN 1481

There is a commitment when you take the name of the city for the name of your company.

Twenty years ago we started a business here with a handful of dedicated people and a few thousand square feet of leased space. We called ourselves Rochester Instrument Systems. Two things were implicit in the name. Making innovative instruments. Making them in Rochester.

Today, only about a block from where it all began, we employ 400 "Rochesterians" in our own 5.5 acre modern manufacturing facility. This familiar blue-striped building on Union Street is also corporate headquarters for a company-wide force of over 700 employees in manufacturing plants in the United States, Canada, and Europe, and in over 100 sales offices around the globe. We are now a key part of a broad-based, international instrument capability under Trans Union Corporation, an association that has enhanced our ability to supply engineered products, worldwide, to help make energy production safer and more efficient.

After two decades we have grown well beyond our Rochester beginnings. But we have not grown beyond our commitments. We still make innovative instruments. We still make them here.

Over the years people have come to call us simply RiS. We do, too. But we do not forget what it stands for. We have seen the rewards of commitment.

If you have a sense of commitment in what you do, and would like to apply it in an innovative, results-oriented environment, let's talk. Call us, here in Rochester, at 263-7700. Ask for Chris Carey in Industrial Relations, Extension 7823.

In the Heart of the Northeast Region

Greater Rochester is a major industrial and technical center in New York State.

It is uniquely centered within the heart of the Northeast Region, providing an economic bridge to Washington, New York, Toronto, Philadelphia, Pittsburgh, Detroit, Cleveland, Boston, Baltimore, and Montreal. Within a 400-mile radius that includes 12 Northeastern States and the two most populous Canadian Provinces, Rochester reaches out to over 80 million people. That's over one third of the total U.S. population.

Rochester is New York State's third-largest city. It is located in the western part of the state on the south shore of Lake Ontario. Just six or seven miles southward from the lake is Rochester's central business district. Rochester's Standard Metropolitan Statistical Area includes Monroe, Ontario, Livingston, Orleans, and Wayne counties.

Gananda is a new community of 1,500 acres located on Rochester's east side. Gananda's own public school, playgrounds, lakes, swimming pool, tennis courts and green areas are within walking distance of residential neighborhoods.

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97 Humboldt Street
Rochester, N.Y. 14609

Greater Rochester in Review

Population:
City — 241,539

County — 701,145

50-mile radius — 969,800 (Standard Metropolitan Statistical Area) (SMSA)

Trading area — The SMSA includes the counties of Monroe, Livingston, Ontario, Orleans, and Wayne.

Founded:
1803

Incorporated:
As a village, Rochesterville — 1817
As the city of Rochester — 1834
Monroe County chartered — 1821

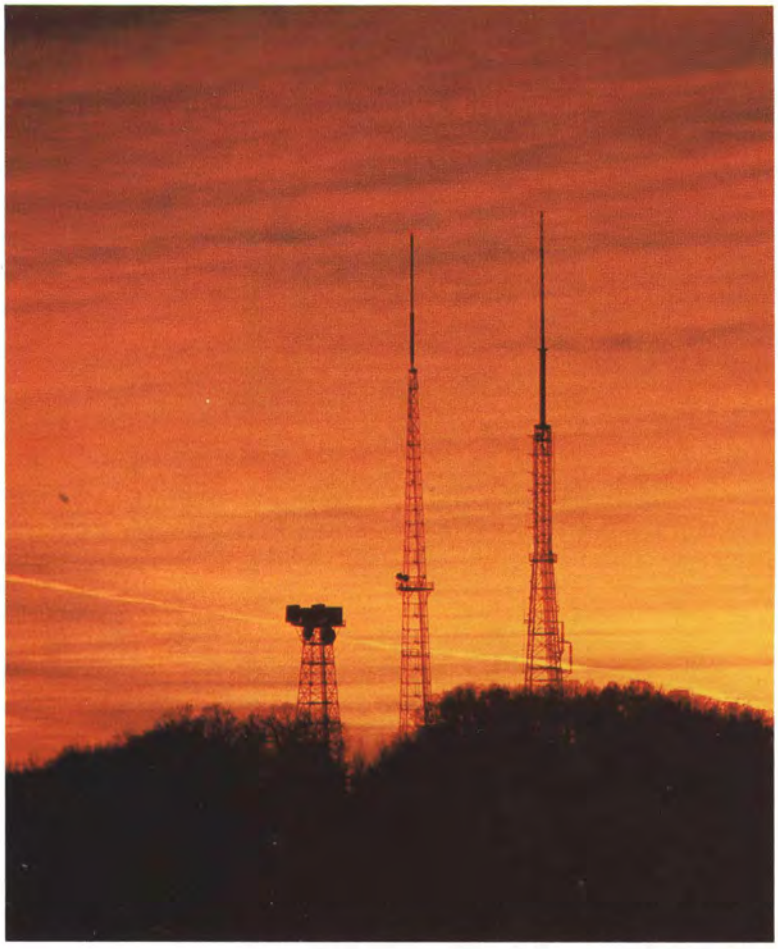
Area:
City — 36 square miles
County — 675 square miles
SMSA — 2,966 square miles

Elevation:
500 feet above sea level

Government:
Rochester — city-manager form
Monroe County — county manager

Utilities:
Rochester and Monroe County are served

The Rochester Rundell Memorial Library



chiefly by the Rochester Gas & Electric Corp., the Rochester Telephone Corp., the City Water District, and the Monroe County Water Authority.

Houses of Worship:
More than 380

Financial Institutions:
20, with approximately 240 branches

Retail Sales:
SMSA — $3.230 billion
Monroe County — $2.333 billion

Taxes:
The State of New York levies a personal income tax at a rate of 2% on the first $1,000 of taxable income, increasing by 1% each additional $2,000 up to $30,000. A tax rate of 15% is applied on amounts over $30,000. The tax on gasoline is 8¢ per gallon. N.Y. State and Monroe County levy a combined 7% sales tax on all major items but food and medicine.

Industry:
Photographic and optical goods, dental equipment, check protection, communications, electronic equipment, high vacuum equipment, legal publications, printing, lithography, malt and soft drinks, office copiers and allied equipment, industrial fluid-mixing and gear-cutting equipment, machine tools, process control and recording instruments, enameled and glass-lined steel tanks

Recreation/Culture:
Nearly 11,000 acres of parkland in Rochester and Monroe County, with tennis courts, baseball diamonds, skating rinks, golf courses, bridle paths, swimming pools, a ski run, and many other facilities. More than 30 golf courses throughout the county. Spectator sports include Rochester teams of the International Baseball, American Hockey, and North American Soccer leagues. 85 bowling centers. Water sports and abundant fishing. Full spectrum of cultural offerings, including museums, art galleries, fine libraries, opera, and the world-famed Rochester Philharmonic. The facilities and programs of the area's many colleges and universities enhance the cultural scene.

Education:
City School District — 42 elementary, 12 secondary schools

Catholic schools — 51 elementary, 7 secondary

Monroe County school districts — 85 elementary, 27 secondary

Coeducational, nonprofit private schools — Allendale-Columbia School, Harley School, Rochester School for the Deaf, nursery through grade 12; Hillel School, coeducational, K-12, offering general courses and Hebrew-language and Bible studies

Higher Education:
University of Rochester, Rochester Institute of Technology, Nazareth College of Rochester, St. John Fisher College, Roberts Wesleyan College, Monroe Community College, State University College at Brockport, Empire State College State University of New York, St. Bernard's Seminary, Colgate-Rochester Divinity School-Bexley Hall-Crozer Theological Seminary

Health Care:
Nearly 2,000 physicians and surgeons, more than 450 dentists. Eight general hospitals, with 2,869 beds. Numerous clinics. Rochester Psychiatric Center, operated by the State of New York

Communications:
Morning, evening, and Sunday newspapers, a large number of weeklies, one daily and one bimonthly business and legal newspaper. Six AM radio stations, 12 FM, one public and four commercial TV channels, cable TV

Transportation:
Air — Air North, American Airlines, Eastern Airlines, United Airlines, USAir serve Rochester-Monroe County Airport

Rail — Amtrak and Conrail

Highway — New York State Thruway, Interstate 90, numerous state and county highways

Bus — Greyhound and Trailways; Rochester Regional Transit Service

Water — The Port of Rochester on Lake Ontario; New York State Barge Canal

Greater Rochester in Review

Left: *Liberty Pole in downtown Rochester*

Opposite left: *Television transmitting towers stand out against a flaming sunset*

Opposite right: *Old lighthouse near the entrance of Charlotte Harbor on Lake Ontario*

Opposite bottom: *Polar bears at the Seneca Park Zoo*

KODAK

Rochester: A Study in Quality

The Rochester metropolitan area ranks No. 1 in quality of life among 15 outstanding American cities most competitive with it in the quality of its work force, educational institutions, citizen awareness in the areas of political and social concern, and social well-being. This outstanding rating was recorded in a comprehensive study* commissioned by the Rochester Area Chamber of Commerce. The city's position is the direct result of a continuing search for excellence that is not only a tradition but also a present actuality.

The study covered the major metropolitan areas of Chicago, San Francisco, New York City, Washington, D.C., Phoenix, Atlanta, Seattle, Minneapolis, Cincinnati, Denver, Boston, Philadelphia, Nashville, and Dallas, all of which have populations in excess of 500,000 and are regarded as the most likely to compete with Rochester for skilled employees and new businesses and industry. This survey disclosed that Rochester has, to a high degree, maintained its devotion to quality, a characteristic that has marked it for more than a century and a half, since the first millers produced the finest flour in the

*Carried out by the Center for Governmental Research

Left: *The Eastman Kodak building dominates the evening skyline*

Above: *Interior of the Highland Park Conservatory*

Foundation for a strong community — public schools of Monroe County

- **Academic Excellence**
  Students achieve above state and national standards.

- **Local Leadership**
  Residents directly influence local school policy by electing school boards and voting on annual budgets.

- **Technical Training**
  Vocational schools, high school industrial arts and business programs prepare students for the local job market.

- **Special Programs**
  In-school programs serve the special needs of handicapped, gifted, talented, artistic students.

- **Athletic Proficiency**
  Boys and girls compete in one of the strongest and largest sports programs in the State.

- **Efficient, Cost-Effective**
  Cooperation among school districts promotes efficiencies in transportation, purchasing, data processing.

- **Community Cooperation**
  Schools, businesses and cultural institutions work together to expand educational programs.

the suburban school districts of Monroe County

(716) 381-6410

world in the mills of the Genesee.

Such insistence on high performance has shaped the character of industry, but it is by no means confined to a single area. The comprehensive study discloses that the Greater Rochester Area (Monroe, Orleans, Wayne, and Ontario counties) ranks first in the following areas:

Work Force. Traditionally, Rochester's work force has been highly skilled. The early millers themselves were extremely innovative and inventive. Optical workers, shoemakers, tailors, and workers in photography, machine-tool, and piano manufacture have strengthened this tradition for more than a century. Data from the Annual Survey of Manufacturers, the U.S. Department of Commerce, and the U.S. Bureau of the Census show that Rochester remains at the top, with the highest percentage of professional and technically skilled employees. Further, the productive rate per employee is far greater in Rochester than in any of the other cities studied.

Education. The interdependence of Rochester industry and the city's educational system, while perhaps not unique, is extremely strong. The comparative study bears this out. Rochester rates first in Science Talent Search winners and honors per 100,000 population, first in advanced-placement examinations per 100,000 population, and first in the amount of public-school expenditures per pupil.

Citizen Awareness. Among the cities studied, Rochester is unsurpassed in both the percentage of its eligible voters and contributions per capita to its United Community Chest, indicators of a high degree of citizen involvement in political and social concerns.

Social Well-Being. The natural tie between social well-being, a highly skilled work force, a technically helpful educational system, and a high degree of citizen awareness is obvious. Because of its high rating in the first three categories and its high socioeconomic status and family and health status, Rochester ranks first in the category of social well-being.

Many factors contribute to Rochester's high ranking in so many areas. The city itself, for example, provides the core of an industrial complex that has spread into its suburban and neighboring towns and has greatly increased their tax bases, influenced their residential patterns, and prompted expansion of their school systems. Throughout Rochester industry, precision and quality have historically been paramount.

In addition to being the home of great schools and colleges, Rochester is a city of neighborhoods that are proud of their identities. There are many strong neighborhood associations that look out for their interests and promote beautification programs, among other projects.

It is almost as if Rochester were many cities in one. A center of high-technology industry, it is a community of home owners and a center of learning and religion. It is situated on a river whose waterfalls were its original reason for being, and on a storied canal and a Great Lake, Ontario. It is surrounded by rich farmland and girded by towns and villages. Many of these, in the corporate sense, are older than the city itself. Although retaining much of their early character and flavor, they have changed subtly to offer what is most desirable in suburban and rural living today. These communities enhance the quality of life in the Rochester metropolitan area.

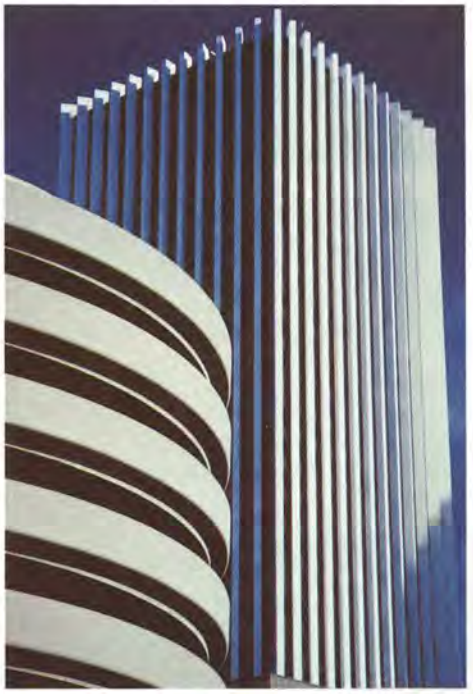
In its early years, Rochester earned the title of America's first "boom town." The city is proud of its rich history, yet it sees this history in perspective, profiting from its past in its plans to improve both the present and the future. Once the nation looked to it for the best in flour, the finest seeds and shrubs, and the best-made shoes. Now it supplies world markets with the best in film and photographic equipment, optical goods, copying devices, machine tools, printing, and electronic and communications materials.

In every period in its long and productive existence, Rochester has produced leaders in many types of

Rochester: A Study in Quality

Below: *The Lincoln First Tower Building*

Bottom: *Fall colors in Seneca Park*



manufacturing. These have drawn into the industrial, civic, and social complexes people of high education and technical skills who have contributed greatly to the quality of life for which the city has been noted for more than a century.

Rochester still maintains its supremacy in many areas and is striving to extend its remarkable record of prosperity. In the second decade of the twentieth century, the Chamber of Commerce, in a handsome illustrated booklet, proudly proclaimed that

> Rochester is the first city in the world
> In the production of photographic supplies
> In the manufacture of optical instruments
> In the manufacture of thermometers
> In the manufacture of lubricating oils
> In the manufacture of laundry machinery
> In the manufacture of paper-box machinery
> In the manufacture of vegetable ivory buttons
> In the manufacture of enameled steel, glass-lined tanks
> For the growing and exportation of seeds and nursery stock.

It is interesting to note that the city retains its superiority in at least five of these categories, while other industries have supplanted those that have become less prominent in the city's life.

In few other cities are local industry and secondary and higher education so closely allied. The secondary-school system and in-plant apprentice-training classes do much to meet the continuing demand for skilled labor in manufacturing.

The University of Rochester and the Rochester Institute of Technology are storehouses of knowledge and offer broad-ranging areas for research in many fields important to the improvement of the human condition. Its liberal-arts colleges supplement such specialization and offer opportunities for education to the many people seeking careers and personal fulfillment.

A center of retailing, communications, publishing, and printing, Rochester is widely known for lilacs and law books, musicians and physicians. It produces programmers and physicists, surgeons and photographers, baritones and bishops. Its high-quality men's apparel is found in stores everywhere.

Rochester is home to at least one major producer in all recognized major areas of industrial production. Researchers, inventors, and innovators bring their newest and most advanced technologies to Rochester and find a fertile field for their application and growth.

Those who hunger for music will find it in Rochester, home of the celebrated Eastman School of Music and of the nationally acclaimed Rochester Philharmonic Orchestra, which enjoys outstanding resident support. In Rochester, people can commune with the mysteries of the firmament and study the vastness of space at the great Strasenburgh Planetarium, become one with the past and with the future at the Museum and Science Center, study the great artworks in the Memorial Art Gallery, and delve into the science and art of photography at the International Museum of Photography.

One finds in Rochester not only roses and research but machine tools as fine as are produced anywhere. Celebrated for flowers and machines, Rochester is justly more celebrated for its people, who make its industry what it is. They are a mixture of many origins, with roots deep in the British Isles; Western, Central, and Eastern Europe; the Mediterranean; Africa; Spain; the Middle East; the subcontinents; Asia; Scandinavia; and Canada.

The Yankees of New England came first, displacing the Senecas and building an empire in western New York for farming and shipping, milling and manufacturing.

When it was mostly Yankee, with a sprinkling of land developers and opportunists, rugged individualists and rovers looking for a place to settle, what is now Rochester was a small settlement on a river that had waterfalls and a shoreline on Lake Ontario. The area was almost entirely wooded, its population consisting of little more than bears, rattlesnakes, wolves, and occasional transients pushing westward in search of utopia. Some who stayed felt they could achieve utopia, but they had to work for it. They cleared the land, sowed and harvested the wheat, built the mills, harnessed the waterfalls, and dug raceways.

The man who put Rochester together, gave it his name and direction and leadership in its infancy, and left it a great heritage, was Colonel Nathaniel Rochester of Hagerstown, Maryland. The Colonel helped to settle the fledgling city in the second decade of the nineteenth century. He knew the value of the river, and so did the millers, who put it to work to produce flour from the high-quality wheat grown south of the town in the Genesee Valley.

The settlement was incorporated as a village, Rochesterville, in 1817; in 1825, the Erie Canal was completed and the town reached its early eminence. The Colonel did not live to see his village become an incorporated city in 1834, but he was instrumental in having his county chartered in the name of President James Monroe in 1821.

In describing early Rochester, it has become customary to quote Henry O'Reilly, the first among many dedicated historians of the city, for what he wrote in 1838 set a tone and drew a picture that still reflects what Rochester is and always has been:

> The business of Rochester may be estimated by a few facts. This city is interested to a larger extent than any other in the carrying trade of the Erie Canal — the great thoroughfare between the seaboard and the inland waters. About one-half of the whole amount of stock in all the transportation lines on that waterway is

Rochester: A Study in Quality

Opposite top: *Concert in Manhattan Square Park's Howard Hanson Plaza*

Opposite left: *A monument to Frederick Douglass is located in Highland Park*

Opposite right: *The Susan B. Anthony House*

Below: *The Powers Building is a local landmark*

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owned or controlled by our citizens. Rochester is to the Canal what Buffalo is to the Lakes. Our staple product is remarkable for its quantity as well as quality. The celebrity of the Genesee wheat is increased by the skill with which it is here prepared for the market. Rochester is not merely the best, but the largest flour manufactory in the world!

In various departments of manufacture, such as edge tools, carpeting, fire engines, cloths, leather, paper, pianos, etc., considerable energy is manifested.

There is a key here: "Our staple product is remarkable for its quantity as well as quality." Even though the wheat and flour have gone and trailer trucks, aircraft, and railways have all but put the canal out of business, the story remains "quantity as well as quality."

Rochester produces for national and world markets. It is an exporter on a vast scale, the largest in the nation per capita, helping greatly in the endless battle to maintain a favorable national balance of trade; in fact, it does more than its share in this area, as it has done for many decades.

Quality in production is essential to success in business and manufacturing, but perhaps more important in any assessment of the Rochester community is its quality of life, which is indisputably high in the national scale. In a special study prepared for the U.S. Environmental Protection Agency, Rochester was the only community east of the Mississippi cited for outstanding quality of life in economic, political, environmental, health, education, and social components of urban living.

Still more convincing, perhaps, are special studies carried out by the Center for Governmental Research (CGR) at the request of the Rochester Area Chamber of Commerce, Inc., which show the Rochester metropolitan area is highly favored in most of the important categories that individuals and businessmen must take into consideration when they decide to put down roots.

These include the level of crime statistics, the number of physicians, the low poverty level, scholastic performance in the schools, costs of residential and commercial power, the skill level of employment, labor productivity, state and local taxes per capita, the area's municipal-bond rating, citizen awareness, medical care, and personal income and wealth, among others.

In more simple terms, this would seem to indicate that life can be sweeter here than almost anywhere else.

The essential pleasantness of Rochester is not an indefinable aura that has settled on the place to make life more enjoyable. It is composed of many things, like clean air and fullness of heart. Both can be documented.

The air in Rochester's area is cleaner than the air in 39 of the nation's 42 major cities. This large plus — especially in an age in which pollution in all its ugly

phases is a major concern — was recorded early in 1980 in a study made by the President's Council on Environmental Quality.

Rochester's United Community Chest, one of the very first in the nation, has for some 60 years been the most successful. It offers recorded proof that being charitable is a way of life in Rochester, where the percentage of giving, per capita, is the highest in the country and where the cost of administering these funds may be the lowest.

Other factors also contribute importantly to the superior quality of life in Rochester. One is the opportunity for employment. While Rochester does not claim to be a utopia in which there are no idle hands, the availability of jobs is high. The area traditionally has the lowest unemployment rate in New York State and one of the lowest in the nation.

It is obvious that Rochester is a place much favored by the elderly. The city's many farsighted industries make it possible for many people to retire in reasonably comfortable circumstances. In addition, many of these people own their own homes and continue to live in them after retirement. To accommodate those who no longer want the responsibility of home ownership, Rochester has pioneered in the development of housing especially designed for senior citizens. It has been a state and national leader in this important area.

People in Rochester not only breathe good air, they generally enjoy good health. When they do not, there are facilities available to give them the best possible care and treatment. The quality of such health care is much higher than it is in many other cities and regions.

Rochester's good fortune in this regard stems principally from the existence of a great teaching hospital, Strong Memorial, the core of the internationally known and acclaimed Medical Center of the University of Rochester. Strong Hospital's influence on hospital operations, inpatient and outpatient care, and other health services throughout the area has been incalculable, even though the average resident may not realize it. This is another "bonus" of either being a native of Rochester or of moving to the area to settle down to a business and social life. Thousands would have it no other way.

Rochester: A Study in Quality

Opposite top: *The pedestrian bridge across the Genesee River*

Opposite bottom: *The Spiritualist Monument in Rochester*

Left: *The Ely House is an historic home in Rochester*

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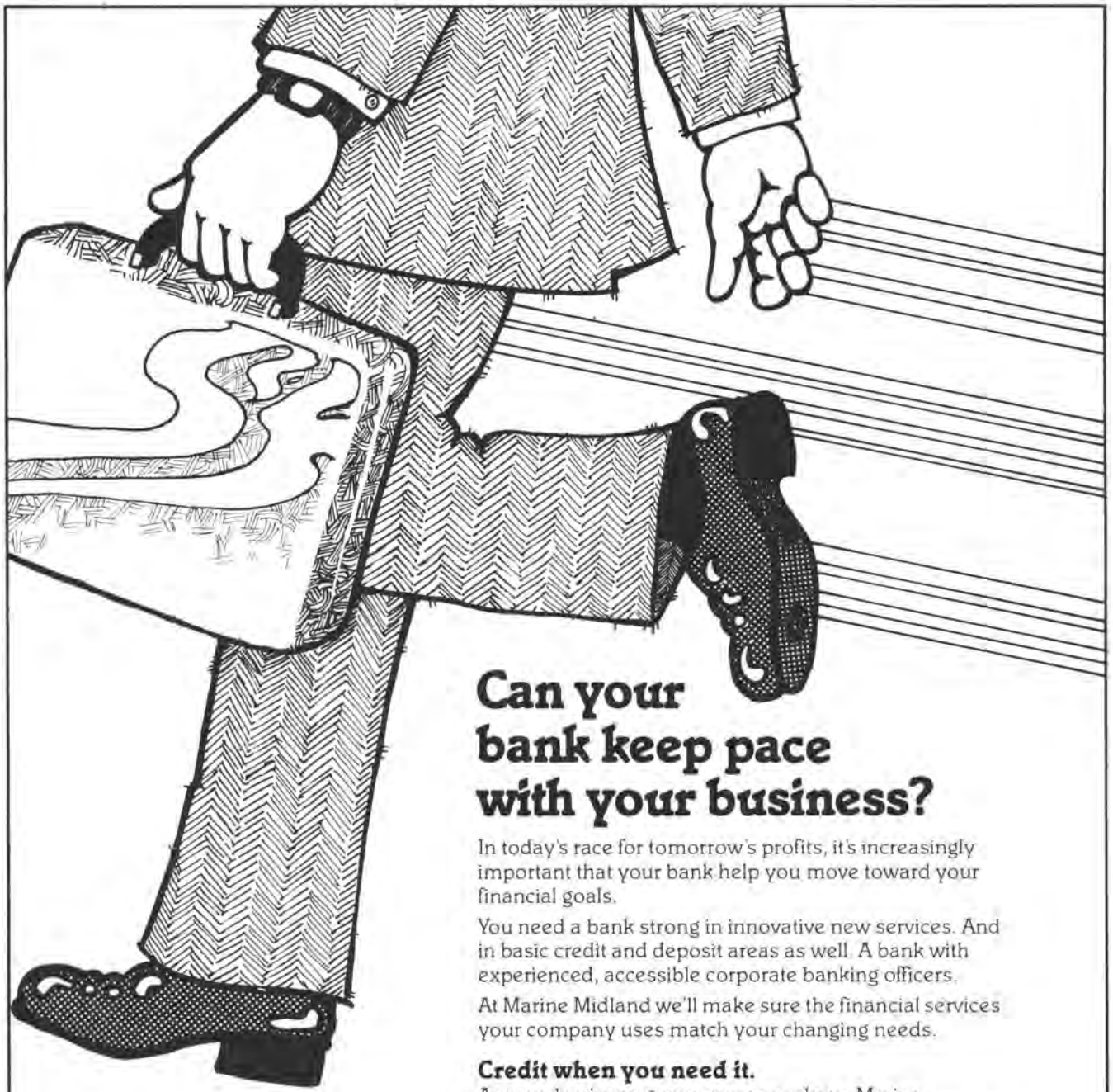

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The Production of Excellence

The high quality of life offered by Rochester is linked to the superior quality of its industry. From the beginning, people with special skills and advanced education have been attracted to the area. These people have been vigorous supporters of technical and higher education, and their insistence on quality has fired their interest in culture and the arts, inspiring them to support those pursuits with marked generosity.

As both a village and a city, Rochester has been a leader in industrial areas that have attracted, fostered, and demanded inventiveness and drawn the manually adept in large numbers.

Although Rochester's traditional preeminence in the production of flour, seeds and shrubs, shoes, and men's accessories and apparel has passed into the chapters of history, it has been supplanted by an even stronger and more diverse leadership, with international overtones and significance, in the areas of photographic and optical goods, dental instruments, check-protecting implements, fluid-mixing and gear-cutting equipment, railway-signaling devices, enameled glass tanks, and office copiers and duplicating machines.

The Lincoln First Tower rises above a downtown shopping center

The Rochester metropolitan area ranks very high in publishing and in the production of fine lithography and printing; communications and other electronic materials; high-vacuum equipment; machine tools; an immense variety of metal goods; and food products of many kinds, as well as beer and ale, soft drinks, and wine.

The metropolitan area is a major producer of carburetors, automotive-emissions-control devices, small electric motors, and plastic parts and interior trim for automobiles. Echoes of its farming heritage abound in the region, which is famous for garden vegetables and fruits, especially apples and cherries; produces huge quantities of milk and other dairy products; and is important in the food-canning industry. It is also big in glass making and is a leading producer of buttons.

Five companies are predominant in employment:

Eastman Kodak Company, with approximately 53,000 employees

Xerox Corporation, with about 13,500 employees

The Rochester Products Division and Delco Products plant of General Motors Corporation, with about 9000 employees

The various Rochester divisions of Sybron Corporation and Bausch & Lomb, Inc., with approximately 5000 employees each

Employment by the many segments of the machine-tool, die, machinery, and screw-machine industries is also very high.

The fourth-largest employer in the area, after Eastman, Xerox, and General Motors, is the University of Rochester, with more than 8000 employees and an annual operating budget of more than $200 million, about $140 million of which is "new" money from the outside. The university expends more than $130 million annually in salaries and benefits and another $25 million each year for local goods and services.

The publicly owned Rochester Gas & Electric Corporation and the Rochester Telephone Corporation are the chief suppliers of electrical power, gas, steam heat, and communications lines for the Rochester metropolitan area's hundreds of industries. Rochester Gas & Electric, with about 3000 employees, supplies the energy needs of more than 280,000 electric customers in the private, commercial, industrial, and service sectors, and provides nearly 210,000 customers with gas. Rochester Telephone, whose operations include those of two smaller telephone companies in southeastern New York State, reports annual revenues of more than $150 million. It handles more than 3.5 million local calls daily, is the seventh-largest telephone company in the nation and the sixth-largest non-Bell independent, and employs more than 3200 persons.

The Production of Excellence

The broad range of industries and businesses served by these two utilities is matched by few other localities in its diversification in production areas demanding high technology and, consequently, high skills. Rochester is home to at least one — and, more often, more than one — major producer in most of the principal categories of industrial production.

There are in the immediate Rochester metropolitan area nearly a thousand manufacturing companies whose output is often exported for use throughout the world. Such companies are important contributors to the remarkable productivity of Upstate New York manufacturers, among the highest in the nation. A 1976 survey conducted by a senior labor economist of the New York State Department of Labor disclosed that the value added to the manufactured products per manufacturing employee in the Rochester Standard Metropolitan Statistical Area resulted in an output per worker each year of about $33,000, the highest of any major manufacturing area in the nation. The figure is far higher today.

The Rochester area plays an important part in New York State's high rating as a producer of goods for export. The Buffalo District Office of the U.S. Department of Commerce offers these figures for comparison:

These figures provide statistical proof that the Rochester area is a major contributor to the nation's continuing effort to achieve a favorable balance of trade. Further acknowledgment of excellent standing in the export area came when the Rochester Area Chamber of Commerce became the first such group in the nation to receive the E Star Award for Export Service from the United States Secretary of Commerce.

The credit for Rochester's preeminence in the per-capita production of manufactured goods exported belongs not just to a single company but to many companies, large and small, that produce a wide variety of goods needed abroad in large quantities. The city also ranks seventh in the nation in dollar export volume.

Some $2-billion worth of these exports is produced locally by Eastman Kodak, which ranks about fourth in the nation in export sales, behind General Electric, Caterpillar Tractor, and Boeing. Xerox Corporation also exports millions of dollars' worth of goods manufactured in Monroe County, as does the Gleason Works. High-technology industries are among the primary exporters in terms of percentage of manufacturing and sales. Both the R.F. Communications Division of Harris Corporation and Scientific Radio Systems estimate that between 50 and 60

Export of Manufactured Products (in millions of dollars)

YEAR	NEW YORK STATE	UPSTATE	ROCHESTER	BUFFALO	SYRACUSE
1977 (est.)	6,384.2	3,098.2	1,690.0	910.3	405.3
1978 (est.)	7,661.1	4,387.8	2,698.0	1,092.3	486.4
1979 (est.)	9,193.3	5,764.8	3,737.0	1,310.8	583.7

Opposite top: *A technician audits a new Xerox 9400 duplicator for super-critical tolerances*

Opposite bottom: *The downtown tower in Xerox Square is a landmark visible for miles*

Left: *New advanced electronics products are developed and produced at Webster's Radionics plant*

Below: *Fine men's clothing is hand sewn at the Hickey Freeman plant*

An invitation from Kodak:

While you're in the neighborhood, drop in.

Welcome to Rochester, our hometown. We hope that while you're here, you'll stop by and see us.

We conduct plant tours weekday mornings and afternoons:

- Elmgrove Plant, 901 Elmgrove Road, in the town of Gates, where cameras, projectors, and other photographic equipment are manufactured.
  Tours at 9:30 a.m. and 1:30 p.m.
  For group tour arrangements, call (716) 726-3426.
- Hawk-Eye Plant, 20 Avenue E. Rochester, where lenses and other optical, mechanical, and electrical goods are produced.
  Tours at 9:45 a.m. and 1:45 p.m., limited to 12 people.
  For arrangements, call (716) 726-3426.
- Kodak Park, 200 West Ridge Road, where photographic films, papers, and chemicals are produced.
  Tours at 9:30 a.m. and 1:30 p.m.
  To arrange for group tours, call (716) 722-2465.

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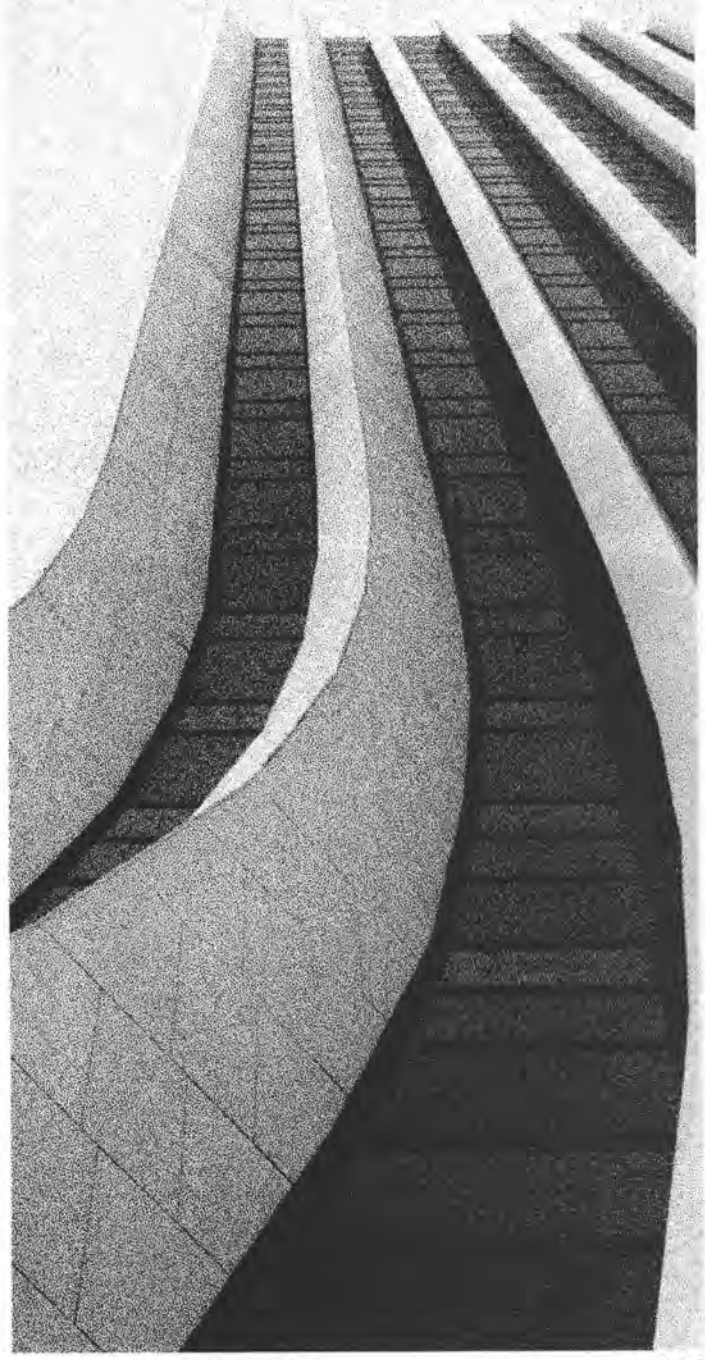

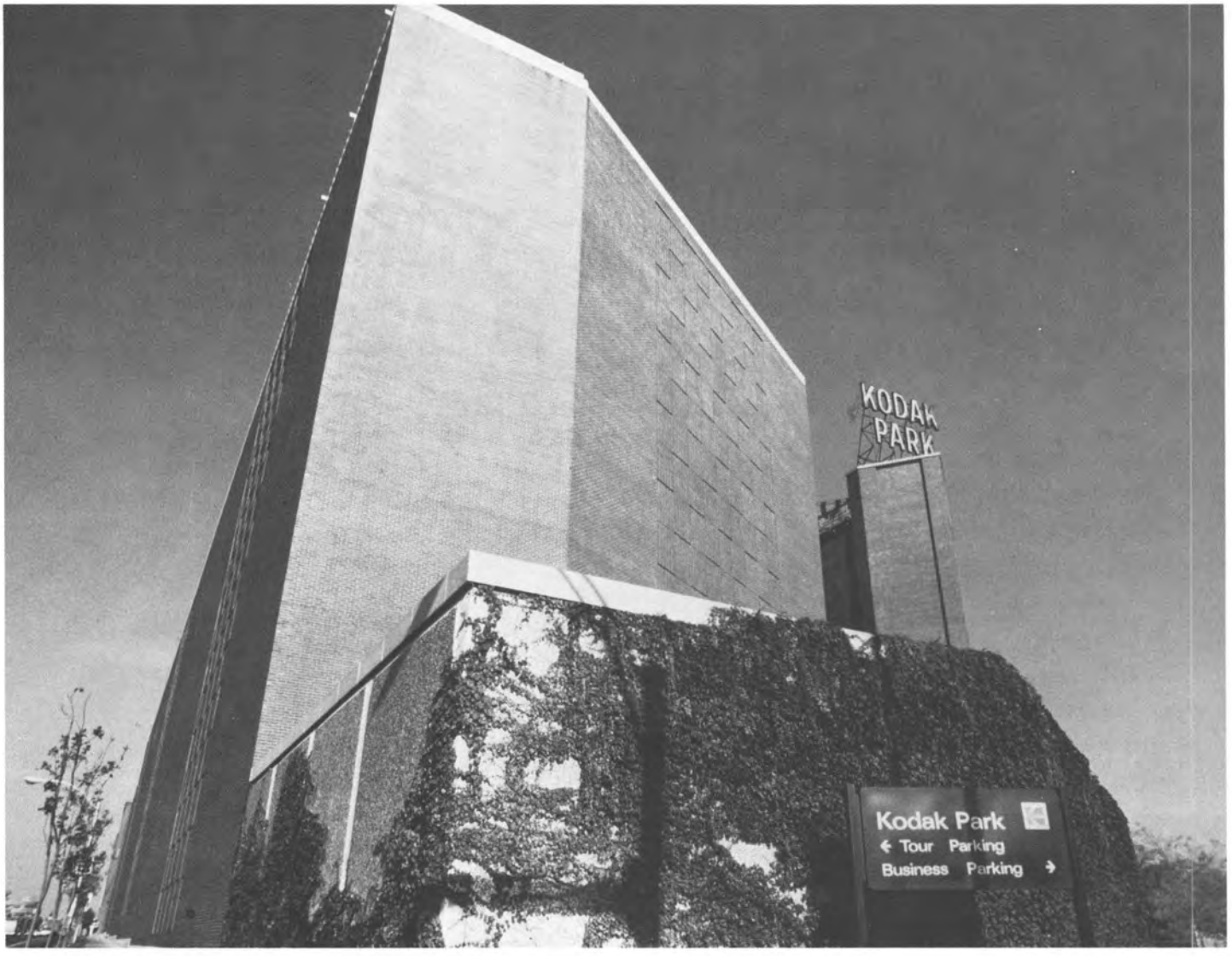
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percent of their total sales come from exports. Gleason is in the same category. Others with impressive percentages of total sales in exports include: Electronic Navigation Instruments, 30 to 35 percent; Sybron Corporation, an estimated 20 percent; Sykes Datatronics, 15 percent; Rochester Instrument Systems, 25 percent; Kayex Corporation, 20 percent; Edmac Associates, 20 percent; and the Farrel Company division of USM Corporation, 25 percent.

Another indication of the perpetual good health of the region's economy is that many Rochester industries and businesses are more than a hundred years old. At least five banking institutions — Rochester Savings Bank, Marine Midland Bank, Monroe Savings Bank, Lincoln First Bank, and Community Savings Bank — trace their origins back far more than a century. Among retailers, Likly's, William Eastwood & Son, McFarlin's Clothing, Sibley, Lindsey & Curr, and Whillock Brothers are well over a hundred years old, as are John B. Pike & Son and John Luther & Sons, both nationally known as general contractors. The John M. Forster Company was founded in 1880 as a manufacturer of wooden pulleys and is still prospering today.

Eastman Kodak's centennial in 1980 has been celebrated worldwide, although Eastman is an infant compared with Bausch & Lomb, founded in 1853, and the Gleason Works, founded in 1865. However, no single Rochester company has carried the city's name and reputation for reliability and quality to the far corners of the world more proudly than Eastman.

While it is natural that Eastman should be known chiefly for photographic products, the company points out that these were only the first in a thriving family of Eastman products. Throughout the world, people rely on Kodak materials to print magazines, take X rays, build automobiles, store and retrieve information, and manufacture pharmaceuticals and plastics. Further, its huge research-and-development organization continuously seeks better ways to produce not only these products but newer ones that will be improvements upon the older products. Other large Rochester companies conduct similar programs in research and development.

Multinational in scope, Eastman employs nearly 130,000 men and women, about 40 percent of them in Rochester. The others produce, sell, and service Kodak products on virtually every continent.

On its hundredth anniversary, Kodak explained its vast business overseas in this fashion:

The origin of Kodak's worldwide business dates back to the earliest days of the company. In 1889, Eastman Photographic Materials Company was incorporated in London, England, to handle the distribution of Kodak products outside the Americas. At first, all goods were manufactured in Rochester. Before long, however, the combined foreign and domestic demand outpaced plant resources. Construction of a factory in Harrow, England — near London — was completed in 1891. Today [1980], Kodak Limited has plants in several other locations in England.

By 1900, distribution outlets were established in France, Germany, Italy, and other European countries. Construction of a company in Canada was under way with the organization of Kodak Canada Co., Ltd.

In 1907, Kodak and a small photographic plate manufacturer in Australia joined to form Kodak (Australasia) Pty. Limited. Kodak-Pathe of France was added in 1927, and today its factories at Vincennes, Sevran, and Chalon-sur-Saone manufacture a variety of Kodak products. In the same year, Kodak A.G., Germany, was formed. In more recent years, manufacturing operations began in the Latin American countries of Brazil (paper manufacturing, 1954), Argentina (camera production, 1967), and Mexico (film manufacturing, 1969). . . .

Altogether, Kodak products are distributed to customers in more than 130 nations through Kodak affiliates, marketing companies, and independent distributors. . . . Today, sales to customers outside the U.S. approach half of the $6.5-billion Photographic Division total.

Kodak marketing companies have been established in 36 countries. Offering comprehensive services, these organizations range in size from Kodak Italy with more than 1,500 men and women to Kodak Egypt, which employs 27 people. More than 45,000 Kodak employees outside the U.S. are nationals of the countries in which they work.

Like the company, the Kodak share-owner family has its own international character: individuals and institutions in 59 countries own Kodak stock.

Born in Rochester as Haloid-Xerox and now headquartered in Stamford, Connecticut, Xerox Corporation is second only to Eastman Kodak in employment and influence in its native city. It is the second of the region's billion-dollar concerns and its second-largest employer. Its facilities in Monroe County alone are operated by more than 13,000 men and women. Its Rochester site in Xerox Square, with its downtown tower, is a local landmark that is visible for miles.

Like Eastman Kodak and a majority of other Rochester businesses, large and small, Xerox provides outstanding financial support to the Rochester area's cultural, educational, and socially oriented institutions and programs, thus improving the region's superior quality of life in a tangible way.

Indeed, industrial support of local institutions devoted to the arts, to the betterment of the human condition, and to the health and recreational opportunities of its residents is a happy fact of life throughout the Rochester region.

The Production of Excellence

Top: *The entrance to Kodak Park*

Bottom left: *Pouring lenses at Kodak's manufacturing facility*

Bottom right: *Kodak technicians work on a huge display transparency*

Easy Come, Easy Go

Rochester maintains an enviable position as a transportation center for goods and passengers. It is easily accessible by air, rail, superhighway, and canal and is situated on Lake Ontario, a link in the St. Lawrence Seaway system. Because of its superior position as a producer of many kinds of goods for export — the largest such producer in Upstate New York — the city demands superior transportation facilities.

No fewer than five commercial airlines serve Rochester out of the Rochester-Monroe County Airport, the fourth-largest in New York State and one of the busiest in the East. The region is also served by seven airfreight-specialty companies. In addition to carrying freight in huge quantities, American Airlines, United Airlines, USAir, Eastern Airlines, and Air North fly nearly 2 million passengers in and out of Rochester every year.

Rochester's position as an air-transport center is further strengthened by extensive general-aviation travel by individuals and by such corporations as Gannett Co. (a nationwide communications company), Eastman Kodak, Xerox Corporation, General Motors, and Page Airways, which operate

Left: *Entrance to the Genesee River from Lake Ontario*

Above: *An original horse-drawn trolley car is on display at the New York Museum of Transportation in Rochester*

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their own planes for executive and general company use. These companies, along with persons who fly smaller planes for pleasure and business, account for an average of 200,000 landings and takeoffs a year, which add to the activity at the county-operated airport. For example, in 1979, the airport recorded 113,467 takeoffs and landings by private planes and 79,759 takeoffs and landings by corporate or business aircraft.

Railway passenger service is provided for the Rochester metropolitan area by Amtrak, which is becoming more and more popular with many who are rediscovering the leisurely pleasure of rail travel in a congenial atmosphere. Rail freight is carried by both the Conrail and the Chessie systems, the latter once the Baltimore & Ohio and the Chesapeake & Ohio railroads.

Outstanding passenger service is provided by both the Greyhound and Trailways bus systems for travelers moving in and out of the area, while local transit needs are met by the Regional Transit Service, which is operated by the Rochester-Genesee Regional Transportation Authority.

A significant percentage of the area's freight is transported by more than 75 motor-carrier companies that provide local, regional, statewide, and nationwide service and also move manufactured goods and produce north to Canada and south to Mexico and Central America.

The Erie Canal, which crossed the Genesee River over the historic aqueduct in the heart of the village of Rochester in the early nineteenth century, helped to make Rochester the nation's first great boom town. Now its successor, the New York State Barge Canal, joins and crosses the Genesee on the city's southern rim and is a seasonal route for the transportation of petroleum and bulk items. It is also used more and more by recreational craft of all types.

Rochester proper is served by the New York State Thruway (Interstate 90), which exits at three points in the area, all only a few minutes away from the city itself — Exit 45 in Victor, Ontario County; Exit 46 in Henrietta, Monroe County; and Exit 47 in LeRoy, Genesee County. Interstate 90 is linked with the city by Route 490, an expressway that not only moves visitors into and out of the city in large numbers but also provides a quick transportation route for thousands who work in the city and live in suburban and rural areas.

While the Thruway links Rochester with its sister cities — Buffalo to the west and Syracuse and Utica to the east — the Genesee Expressway, when completed, will provide a quicker route between Rochester and the cities of the New York State southern tier — Binghamton, Elmira, and Corning.

Easy Come, Easy Go

The Rochester-Monroe County Airport is one of the busiest air terminals in the East

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Rochester Area Colleges is a consortium of 18 institutions of higher learning that together offer you:

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2. Continuing education programs, both credit and non-credit, for career advancement, for mind-stretching, or purely for recreation.
3. The enrichment of community life that comes from the presence of a wealth of centers of learning, research, and service that include, among others, major schools of medicine, music, religion, technology, and the visual arts.

18 Rochester Area Colleges

- Alfred University
- Colgate Rochester/ Bexley/Crozer
- Community College of the Finger Lakes
- Eisenhower College
- Elmira College
- Empire State College
- Hobart and William Smith Colleges
- Keuka College
- Monroe Community College
- Nazareth College of Rochester
- Roberts Wesleyan College
- Rochester Institute of Technology
- St. Bernard's Seminary
- St. John Fisher College
- State University College at Brockport
- State University College at Geneseo
- University of Rochester
- Wells College

Education Earns High Marks Here

Education at every level — from pre-nursery to graduate school — is one of Rochester's most important assets. The continuing demand for skilled labor in Rochester's precision industries places a heavy responsibility on education at the vocational level in secondary schools, while the necessity for specialized technical knowledge in various areas of science and manufacture attracts many with advanced degrees who are qualified to fill roles in research and development.

Preparing young people for useful lifetimes is a Rochester specialty. For many years, Edison Technical and Industrial High School trained students in the manual and technical skills needed to equip them for useful and rewarding jobs in local industry. Even more is expected from the old school's successor, the new Edison Technical and Occupational Education Center. In addition to its regular four-year high school curriculum, this school offers full- and half-day programs for secondary-school students and adults.

The Rochester-Monroe County community lists 127 public elementary and 39 public secondary schools. The Catholic School System has 51 elementary and seven secondary

The University of Rochester is one of the finest institutions of higher learning in the country

Top: *The Allendale-Columbia School is a private institution stressing academic excellence for college prep students*

Bottom: *Wilson Commons at the University of Rochester*

schools. In addition, Rochester has the following private schools, all coeducational: the Rochester School for the Deaf, the Allendale-Columbia School, the Harley School, and the Hillel School, all nursery through grade 12.

The nationally known Rochester School for the Deaf has been preparing the hearing-impaired for useful roles in society for 104 years. Many of its students go on to higher education, while others enter the labor market directly as self-supporting contributors to society. At the college level, there is the National Institute for the Deaf at the Rochester Institute of Technology.

The Allendale and Columbia Schools, sharing more than 130 years of experience and tradition, have joined to become the Allendale-Columbia School, which stresses academic excellence for college-preparatory students. Allendale-Columbia is accredited by the Board of Regents of the State of New York and the Middle States Association of Schools and Colleges. Also nationally recognized is Harley, another college-preparatory school. It offers small classes, a demanding curriculum, and many athletic and cultural opportunities. The Hillel School offers Hebrew-language and Bible-study classes in addition to general courses.

In both private and public schools throughout the greater Rochester area, the traditional curriculum is broadened by many imaginative approaches to expanded education. An example is the Earle W. Helmer Nature Center, owned and supervised by the suburban West Irondequoit Central School District. An unusual outdoor classroom containing specimen trees, shrubs, and wild flowers, the nature center is situated on 14 acres of field, forest, stream, and swamp. There is also a resource room with displays and exhibits, a reference library, an outdoor amphitheater, and a bird-feeding area. The Helmer Nature Center is used not only by students in its own school district but by students from others, and by youth and adult groups and individuals. Each year, it sponsors a number of special events, among them a spring Maple Sugar Festival, summer trail walks, and winter snowshoeing treks.

The City School District, which serves thousands of students and adults from a wide range of socioeconomic, racial, and cultural backgrounds, has programs

Opposite top: *Aerial view of the campus of the University of Rochester*

Opposite left: *Teachers work closely with small student groups in the elementary schools*

Opposite right: *Theology class at McQuaid Jesuit High School*

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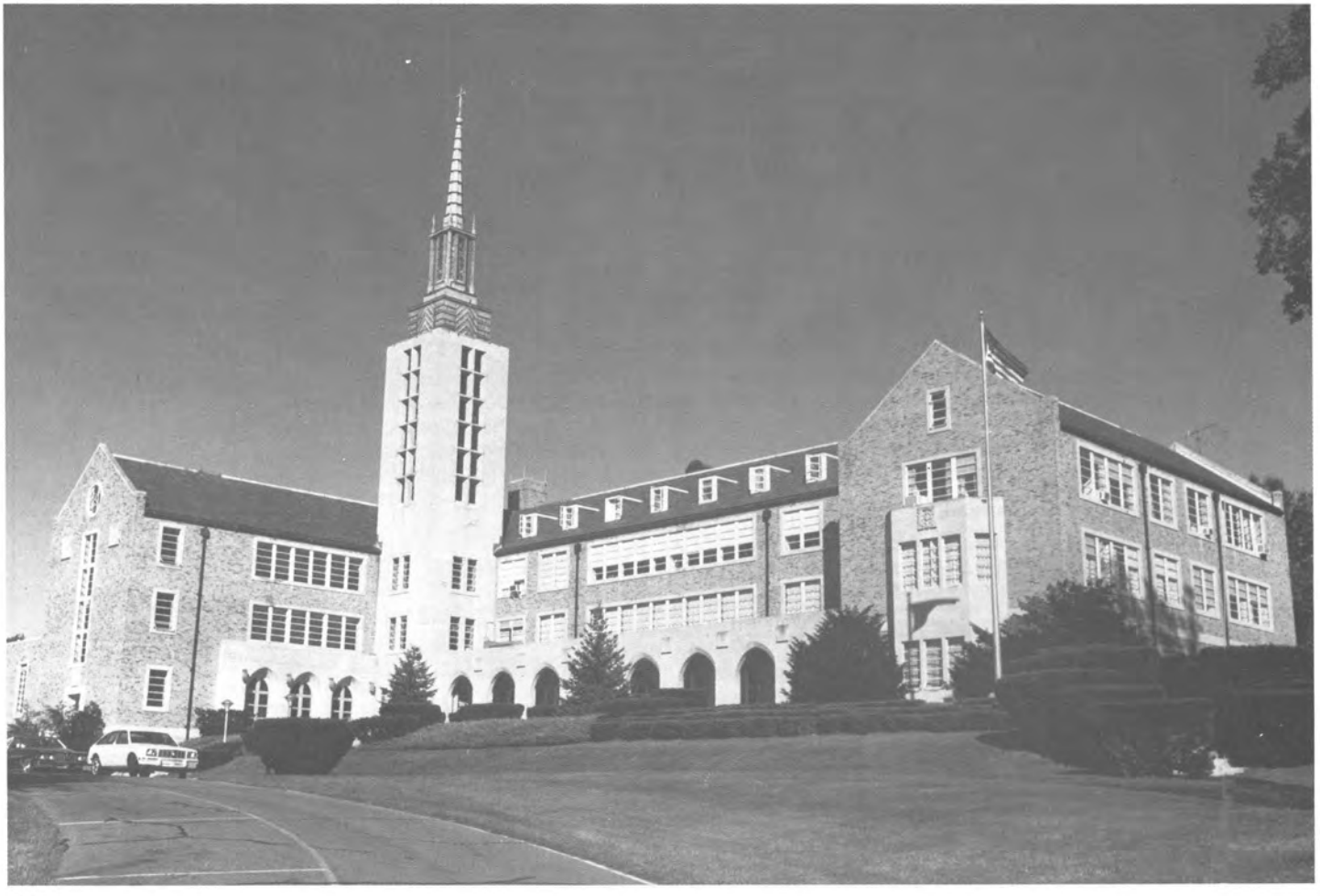
Above: *The Edison Technical and Occupational Education Center trains students in the manual and technical skills*

Below: *The St. John Fisher College offers comprehensive programs in communications, journalism, and gerontology*



designed to serve everyone, including those with special needs. The district has organized programs for preschoolers and their parents, for high achievers, for those with unusual aptitudes, and for those interested in advanced science and mathematics; the latter courses are conducted in conjunction with the Industrial Management Council and the University of Rochester. There are other courses for students interested in computers, futuristic studies, and numerous other career areas such as social work, library services, and student guidance.

The City School District also offers innovative programs that extend student options at each grade level, thus making vocational and occupational training available not only in the regular junior and senior high schools, but also through an alternative comprehensive vocational and technical high school. Among these programs are the World of Inquiry School, which features learning by discovery and the use of downtown resources; an interim junior high school, which is a learner-centered junior high allowing students to develop a course of study based on their own needs and interests; the School Without Walls, a nongraded interdisciplinary senior high school program that uses the resources of community business, industrial, and cultural institutions.

In Rochester and Monroe County, the pursuit of higher learning has been a community commitment for more than a century and a half. The 10 colleges, universities, and other upper-level educational institutions located here are all outstanding. They are:

The University of Rochester. Founded in 1850 and for many years a small liberal-arts institution, the university, especially in this century, ranks among the nation's finest.

The university consists of eight schools and colleges, the administration and operation of which require a staff that makes it the fourth-largest employer in the region after Eastman Kodak, Xerox, and General Motors. But it is quality, not size, that is most characteristic of the university. Always concerned with fostering the study of the humanities and the liberal arts, it has won international recognition for specialization in a number of increasingly important areas.

A center for advanced research in nuclear structure, computerization, and laser technology, the university also administers the only university institute of its kind in the nation, the Institute of Optics of its College of Engineering and Applied Science.

Perhaps even more important to the overall physical well-being and cultural atmosphere of the Rochester metropolitan area are two other university schools of international reputation and high renown: the University Medical Center and the Eastman School of Music.

Through the Medical Center, which includes the School of Medicine and Dentistry, the School of Nursing, and Strong Memorial Hospital, the university has contributed immeasurably to the community's high level of health care. The center has produced nearly half the area's physicians and many of its nurses, and it operates poison and burn centers and a cancer center. It interacts with the Rochester community by means of its affiliation with other local hospitals, its involvement in the development of the Rochester Health Network, and in its health-training courses.

The university makes an important contribution to the community's cultural life through the Eastman School of Music, the Eastman Theatre, and the Memorial Art Gallery. The School of Music is world-renowned. Its graduates excel in opera and in instrumental virtuosity, are members of virtually every major symphony orchestra in the nation, and head many leading music schools and departments.

The Rochester Institute of Technology. Perhaps none of Rochester's many institutions has played a more integral or distinguished part in the city's history than RIT. Its daily enrollment averages more than 8000 students and its evening enrollment, in what is the oldest evening educational program in the nation, is about half that.

The College-Alumni Union Building on the campus of the Rochester Institute of Technology is the center for student activities and community events

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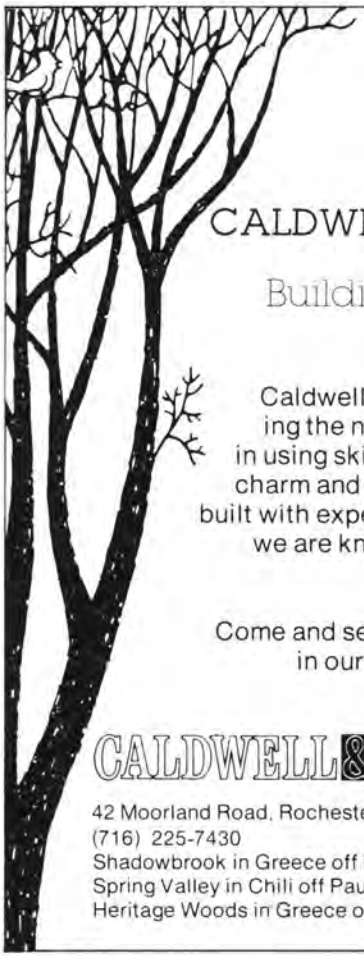

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Education Earns High Marks Here

Older than the university — it marked its sesquicentennial in 1979 — the institute is one of the largest career-oriented and technical schools in the country, with its ten distinct colleges. It emphasizes not only the importance of technical training for industry and the need for grounding in management techniques, but also the human need for familiarity with the fine and applied arts. In modern facilities on a recently completed $140-million campus in suburban Henrietta, the student can pursue career objectives in many fields, including retailing, graphic arts, photography, and printing, among many others.

The institute's College of Continuing Education offers scores of courses for adults. Its College of General Studies dates back to its founding. In addition to its programs in criminal justice and social work, this unusual school presents many classes that contribute to the students' personal growth. The College of Business was established in the 1920s, when the school first conducted management courses on a part-time basis, usually in the evening. The College of Science was established in 1963, and the College for American Craftsmen assumed its present form in 1968. The College of Engineering was formally organized in 1970.

Unique among American institutions is the National Technical Institute for the Deaf, which was established in 1968 with financing through the U.S. Department of Health, Education, and Welfare. The students at NTID acquire technical skills, are helped to find work, and participate fully in RIT's many campus activities.

One field in which the Rochester Institute of Technology pioneered and in which it has been specializing since long before it became a degree-granting institution is cooperative education. In this program, campus study is augmented by off-campus work in the student's chosen field. This not only helps the student financially, but tests classroom knowledge in the workaday world.

The State University College at Brockport. Third oldest among Rochester-area colleges, SUNY at Brockport was established in 1867. Among its major

Top: *A student works with glass at RIT's School for American Craftsmen*

Bottom: *RIT's College of Graphic Arts and Photography is known throughout the world*

Opposite: *RIT's cooperative education program enables students to acquire on-the-job experience*

courses are one of the best physical-education majors in the entire state university system, more human-services programs than are offered by any other college in the Rochester area, a Mature Adult Program for people over 40 who may live on campus, and one of only two majors in communications/journalism in the area. It also offers an innovative contractual liberal-arts major, a program that allows the student to complete college in less than four years.

Brockport's off-campus facilities include the 500-acre recreational and research center at Fancher Campus, nine miles west of Brockport, and the Educational Opportunity Center in downtown Rochester, where it conducts both academic and vocational programs with outstanding success.

Nazareth College of Rochester. Devoted originally to the education of young women and founded in 1924 by the Sisters of St. Joseph, this institution, now coeducational, is widely known for its liberal-arts program, which places strong emphasis on courses in fine arts and foreign languages. The college's Nazareth Arts Center is a major showcase for professional music, drama, art, and mime presentations and is an areawide center for cultural activities.

St. John Fisher College. Founded in 1951, St. John Fisher seemed amost immediately to acquire a sense of tradition. Its progress, both educational and physical, has brightened the academic horizon in Rochester, and in less than 30 years its alumni have established themselves in leadership roles in this and other communities.

The only college in western New York to present a major in gerontology — the study of aging and the problems of aging — Fisher also offers a comprehensive program in communications/journalism. Its library, which is open to public and community use, contains many unusual collections, totaling some 3 million items.

St. John Fisher also serves as a base for Alfred University students earning bachelor of science degrees in nursing. In this program, Alfred students earn credits in the humanities and sciences at St. John Fisher, meanwhile gaining practical experience in Rochester health facilities.

Roberts Wesleyan College. This fine small nonsectarian school prides itself on offering a small instructor-student ratio. Through its liberal-arts programs, Roberts Wesleyan prepares a large percentage of its students for careers in nursing, education, social work, and the ministry, and its music department grants the only associate degree in piano pedagogy in the whole complex of Rochester colleges.

St. Bernard's Seminary. This school's primary purpose is to serve as a seminary for the Roman Catholic priesthood, and since its founding in 1868 it has produced more than 3000 priests and more than 20 bishops, and educated hundreds of laymen as well. Its priest alumni are active in more than a hundred Catholic dioceses in the United States and in six foreign countries. The seminary is also noted as a repository for information on the establishment and growth of the Roman

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Monroe Community College. MCC, established in 1962 as a two-year institution to prepare students for transfer to other colleges and universities, has experienced steady and meaningful growth. It sends hundreds of students on to baccalaureate-degree work in other institutions, and also offers special employee-training services in technical and occupational fields to meet the Rochester community's many business and industrial needs. Its innovative career-counseling and work-experience programs have been helpful for many students with handicaps.

Empire State College, State University of New York. Empire State is the nation's first fully accredited public college offering individually tailored degree programs to meet personal educational goals. Its students work directly with faculty members and have the option of either attending classes at other institutions or enrolling in seminars or internships sponsored by the college. They may also do field work related to their studies and may arrange their schedules so that they can more easily take care of their normal job and/or family responsibilities.

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More Home Styles & Lifestyles

Rochester's selection of housing choices can cater to every budget and every type of household. The average prices of single-family city homes are roughly half the cost of comparable housing in the suburbs, and they're appreciating in value. About 73 percent of all housing structures in the city are single-family units, many found on tree-lined avenues with sidewalks and streetlights, just steps from bus lines.

More Places to Visit

An endless variety of attractions beckon to casual tourists and lifelong residents, alike, in a unique environment where the geography, the cultural heritage and the development of giant industries are forever interwoven within the urban tapestry. From scenic vistas to scenes out of history, from architectural wonders to "miracles" of high technology, there are more than enough places of interest to fill any itinerary.

More Cultural Events & Opportunities

We're consistently rated among the most attractive American cities for the quality of life enjoyed by our residents. Independent surveys place our city at the top of those studied primarily because of the amazing diversity of our educational and cultural opportunities. In addition to world famous music schools, photography museums, universities and art galleries, the entire downtown area blooms into a season-long festival of arts and craft shows, ethnic celebrations and free open-air concerts.

More Entertainment & Recreational Choices

Choose among rock concerts, sporting events and neighborhood carnivals, or just enjoy a quiet moment in one of the nation's ten most extensive urban park systems. There are both public and private ice rinks, swimming pools, golf links, boat liveries and tennis courts (indoor and out). You can even explore a wilderness complete with small game and fish our famous trout and salmon-stocked waters. However you decide to spend your leisure hours, you'll find every option right within city limits.

More Places to Dine and Shop

Rochester offers more than 700 different food establishments to satisfy every appetite. Between meals, the smart shopper can locate attic treasures at one of our flea markets or perfectly restored period pieces in any of a few dozen antique shops. Every brand name plus famous designer originals are featured on the racks of our fine department stores. And for one-of-a-kind craftsmanship, patrons across the country commission works from our internationally-acclaimed artisans.

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For more information about city programs call the City Community Development Department at 428-6910.

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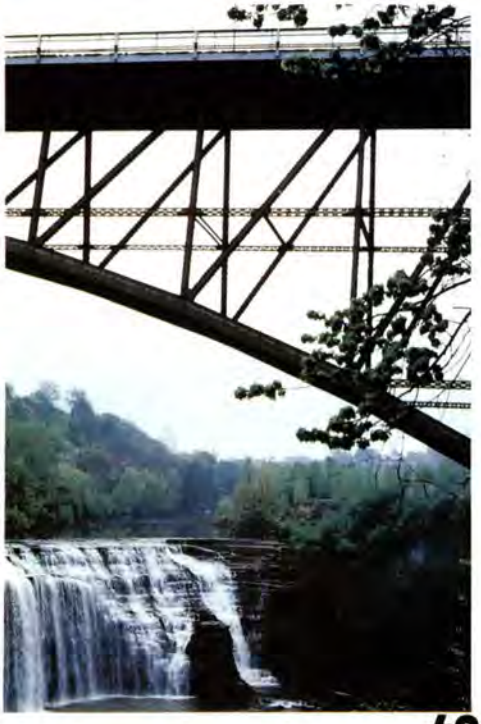

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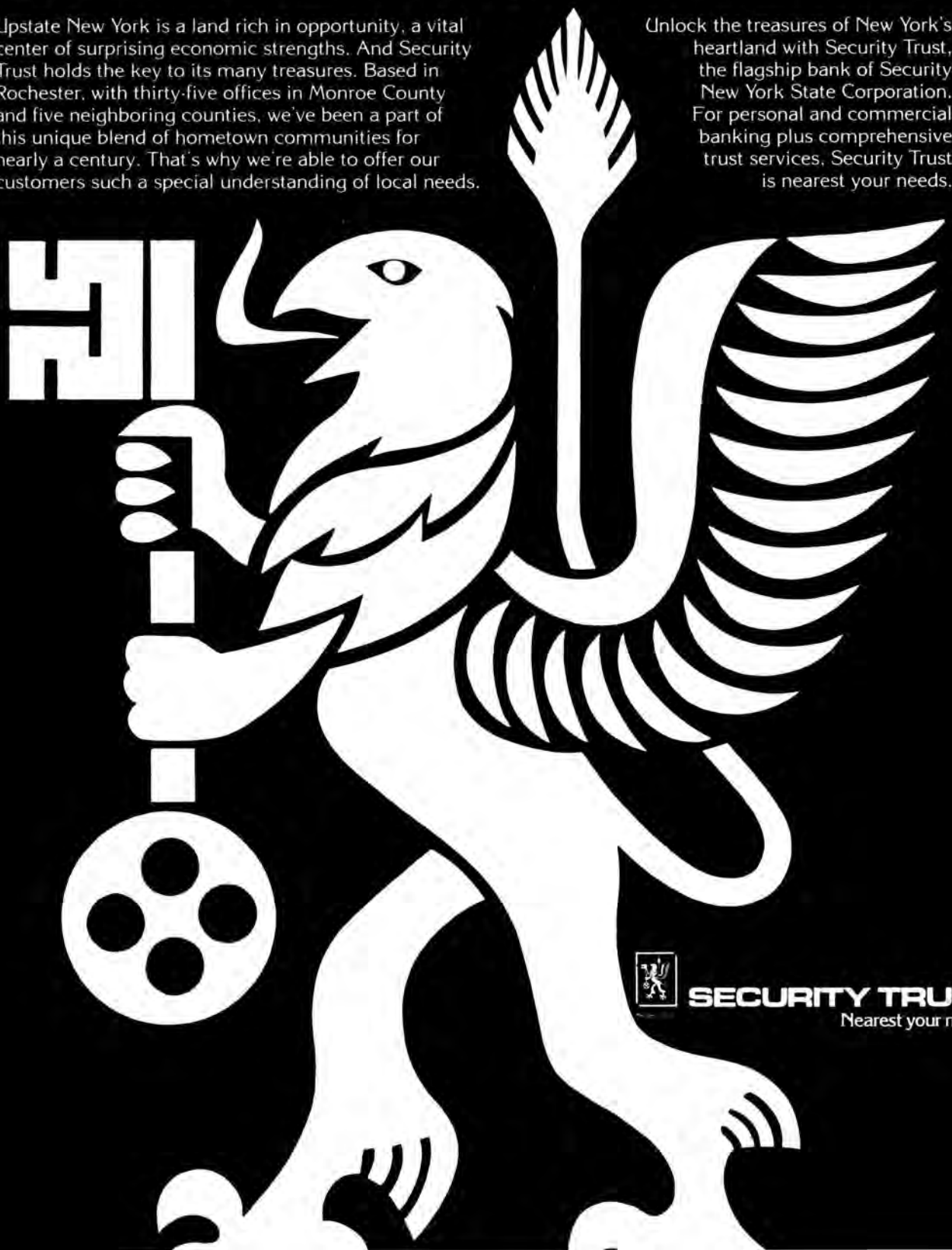

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Once known as "the city in the woods," Rochester still boasts thousands of magnificent trees — towering oaks and maples, evergreens of every description, birches, lindens, magnolias that in early spring turn whole sections into panoramas of great beauty, and lilacs, for which the city is world-famous.

If there are proper words for inner Rochester in the 1980s they are "preservation" and "restoration." Much was done in the 1960s by enterprising and concerned individuals who purchased deteriorated housing, rehabilitated it, and gave it new life. A strong landmark-consciousness and enthusiasm for preservation coupled with a vigorous urban-renewal program have done the rest. Much that is virtually priceless, intrinsically and historically, has been saved. Substandard housing beyond rehabilitating has been leveled, and the process continues, even though it affects the city's tax base.

Older homes in the Park Avenue section of Rochester

Diverse Designs for Living

In its early days, Rochester spread outward from the Genesee, where the millers held forth and the merchants, suppliers, and other manufacturers concentrated their enterprises. As the city grew, its residential sections extended farther east and west from the river.

Half a dozen principal streets of the early days still bear witness to early affluence in nineteenth-century mansions on East Avenue, Lake Avenue, St. Paul Street, Mt. Hope Avenue, Chili Avenue, and West Avenue. Many second- and third-generation members of early families joined the natural movement to the suburbs in this century, particularly after the First World War. The result was that many of the great houses were converted to other uses — apartments, clubs, professional buildings, business headquarters. Not even rigid zoning requirements could stop the trend entirely.

The happy situation in the 1980s is that such attrition appears to have all but stopped. Active neighborhood associations, preservation activists, and farsighted developers have had much to do with this.

Newcomers to Rochester and its immediate environs will find a city rich in residential space and accommodations that have the appearance and aura of solidity, older houses built decades ago by master carpenters, cabinetmakers, and other wonder-workers in wood. These homes have handsome wood paneling; thick doors made of such woods as birch mahagony and fitted with cut-glass doorknobs and brass hinges and locks; leaded-glass windows; spacious master bedrooms, libraries, dens, parlors, and living rooms; sun porches; and even, occasionally, attached greenhouses or nineteenth-century summer houses or gazebos echoing F. Scott Fitzgerald. The energy crisis has generated renewed interest in fireplaces, and Rochester, having once been "the city in the woods," still has thousands of these, as do many homes in nearby towns and villages.

The availability and desirability of living in such urban residences has been the focal point of a vigorous campaign sponsored by the Real Estate Board of Rochester, a highly professional organization affiliated with the National Association of Real Estate Boards. The Rochester board has 2,538 members, of whom 549 are licensed Realtors. Except in instances where individuals handle their own sales and purchases, virtually 100 percent of the real-estate transactions in the area are handled by Realtors and their sales forces.

It has been the Rochester area's proud boast for many decades that it is an area of home owners. This is borne out by the fact that 67 percent of the homes in the Rochester and Monroe County area are owner-occupied. One result of this is that homes for rent are somewhat limited. However, apartments for rent and homes

Opposite top: *Rochester has many magnificant older homes*

Opposite bottom: *The Georgetown East townhouse apartments in Fairport*

Left: *Many fine restored townhouses are located in the downtown Grove Street Preservation District*

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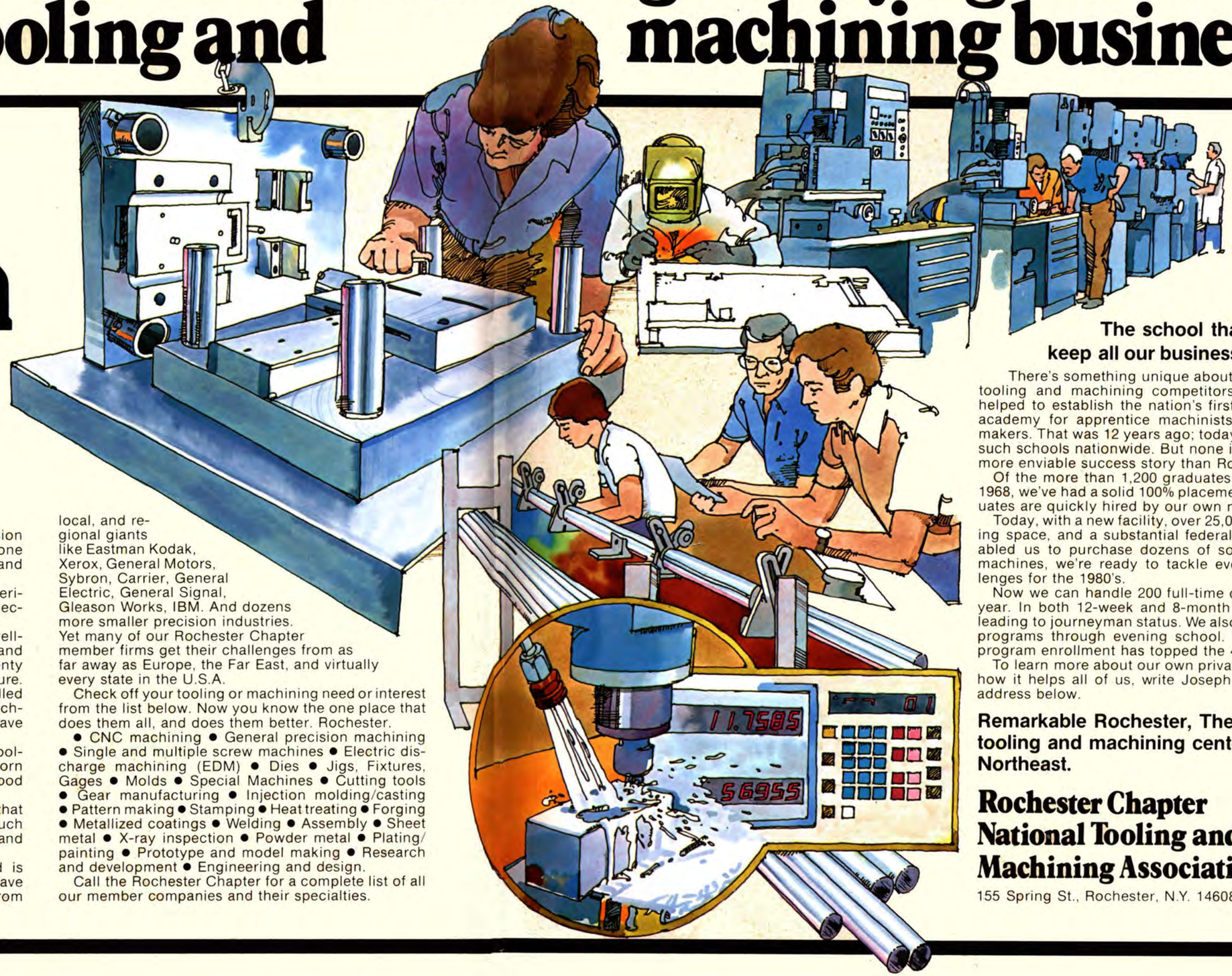

Rochester is one remarkable city.

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It seems that the Rochester area's need for skilled people in every phase of tooling and machining technology is virtually unlimited. Even as other areas have dried up, Rochester has grown.

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Diverse Designs for Living

Modern apartments, such as these in Brighton, can be found throughout the Rochester community

for purchase are plentiful and are found in a wide variety of areas, locations, and neighborhoods.

A Realtors' spokesman agrees that housing suitable to nearly every type of financial situation is available in Rochester and its immediate vicinity, from small two- and three-bedroom urban and suburban homes built of fine materials in the prosperous 1920s to more modern ranch-type and other styles in the suburban areas. The costs of many of these houses, particularly those in the suburbs, depend in some measure on how much land they occupy, and they are available on lots of many sizes.

For example, in the Browncroft area on the city's eastern edge, a pleasant 1920s development, houses are still available at from $40,000 to $65,000, but in the newer Browncroft development in nearby Brighton Town they are more expensive. In the suburban towns of Brighton, Pittsford, and Perinton, the price range is considerable — from about $85,000 to $150,000 and $200,000 and occasionally beyond, again depending on the size of the total property. Price ranges in such rapidly growing suburban towns as Greece (the area's largest). Henrietta, and Webster — the latter two of which are developing a broad industrial tax base — are roughly comparable.

Expressways and parkways have made living even farther from the city attractive to many, with the result that many people who work in Rochester proper now live only a few minutes away in the more distant towns and in attractive complexes or private homes in lakeside communities.

The townhouse trend is strong in the Rochester area, in both the city itself and in the surrounding towns and villages. Historic East Avenue and its neighboring street, Park Avenue, have absorbed these new residences with grace.

Apartment dwelling for the more affluent is available along East Avenue in such quality structures as 1400 and 1600 East Avenue and the Renaissance and others in the town of Brighton area on the city's most famous street. Considerably less expensive but very desirable apartments are available in such highrise developments as Manhattan Square, Seth Green Village, and The Plaza downtown and in such older buildings as the Normand on Alexander Street, the Algonquin, and others. The 111 East Avenue Hotel, built in the early 1920s as an apartment hotel in the heart of the city and now refurbished and rehabilitated, offers many apartments for permanent residence as well as transient accommodations.

Even though it is traditionally conservative, Rochester still moves and changes with trends. Realtors report, for example, a strong market for housing for single persons, both male and female. This is the cumulative result of a steady increase of women in business and industry at the management level and also reflects the desire of both men and women for the privacy of single-family dwellings.

To hundreds of residents of the Rochester metropolitan area, ideal living is divided into two parts — living in the city, suburbs, or villages in the winter months and living next to various nearby bodies of water in warmer weather. For generations, Rochesterians have maintained cottages, camps, lodges, and even year-round homes on Lake Ontario or one of the Finger Lakes, in the Adirondacks, and in the Thousand Islands region of the St. Lawrence River. Such places, like urban and suburban residences, are chiefly owner-occupied, but it is possible to rent in many areas. The western Finger Lakes and the smaller lakes south of Rochester seem to hold a special allure.

In the Monroe County area of the Rochester metropolitan area, taxes on real property vary considerably. The Citizens' Tax League of Rochester and Monroe County, a watchdog organization, maintains the position that because of varying equalization rates, comparisons should be made on the full value of property rather than on the assessed value. Full-value tax rates are computed by multiplying the assessed value by the equalization rate of the municipality in which the property is situated. Examples of variation follow:

	Town of Brighton Property in Brighton School District No. 1	**Town of Wheatland** Property in Wheatland-Chili School District No. 1
School rate	$117.76	$46.25
State, town, county	50.28	21.33
Special district (est.)	22.99	4.40
Total rate	$191.03	$71.98
Assessed value		
Equalization rate	20.26	41.05
Tax rate on full value (per $1,000)	$ 38.70	$29.75

Note: The equalization rate for the city of Rochester for the period cited above — 1980 — was 25.79 percent. In the city, the school tax rate was $69.76 per $1,000 of assessed valuation; county tax was $33.83; city real estate tax was $44.45; and special district services were $25.65. Special services in the city for which charges are levied include refuse collection, street cleaning, and roadway and sidewalk snowplowing.

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Keeping Healthy

The health-care facilities of Rochester and Monroe County, available also to residents throughout the metropolitan area, are outstanding. They include eight general hospitals with a total of 2,869 beds; numerous clinics and health centers; specialized agencies for the treatment of the mentally disturbed, the retarded, and the handicapped; rehabilitation agencies; teaching and training organizations; and others, both publicly supported and commercially operated, for the transportation of the ailing and handicapped.

The United Community Chest helps to finance a network of 150 health and social-service agencies. Twenty of these are directly related to health and health services. They include: the Health Association of Rochester and Monroe County; Planned Parenthood of Rochester and Monroe County; the Medical Motor Service; the American Heart Association; the United Cancer Council of Monroe County; the Visiting Nurse Service; the Hemophelia Center; and the Convalescent Hospital for Children, which specializes in the care and treatment of disturbed children and supervises a number of guidance clinics

A national TV network films a research project at the University of Rochester Medical Center's Strong Memorial Hospital

and other programs.

More than 450 dentists practice in the immediate area. Generally, they are members of the Seventh District Dental Society, located at 1441 East Avenue, home also of the Rochester Academy of Medicine and the Medical Society of the County of Monroe. There are approximately 2000 physicians and surgeons in the county.

The influence of Strong Memorial Hospital and the University Medical Center on the quality of health care throughout the area and community and on other hospitals and clinics is very great. Strong provides all the necessary service required of a large general hospital and also offers numerous special services not found elsewhere in the area, among them its burn and poison centers and its Wing R psychiatric center. In addition to Strong Memorial, the University Medical Center includes the School of Medicine and Dentistry and the School of Nursing, which together provide nearly half the area's physicians and many of its nurses.

The university and the Medical Center have made many other significant contributions to the high level of health care throughout the area in their association with other hospitals, in the development of the Rochester Health Network, in the operation of a Cancer Center, and in conducting health-training courses for the community.

Typical of Eastman Kodak's community concern and indicative also of Rochester industry's traditional involvement in community betterment was a $2-million gift from Eastman to the university for its Cancer Center, made in 1980 in commemoration of Kodak's Centennial. The Cancer Center is an umbrella type of organization that embraces cancer treatment and research centers not only at the university but also at Genesee, Highland, and Rochester general hospitals and provides services for cancer patients in a 10-county Genesee-Finger Lakes region.

The Rochester-Monroe County Chapter of the American Red Cross is a national leader in the Red Cross blood program through which voluntary blood donations have been responsible for saving untold thousands of lives. Although this program was not formally inaugurated until 1948, the Rochester region had already been educated in the volunteer, rather than the commercial, method of obtaining whole blood for hospital use. This public awareness can be credited almost entirely to a single individual — Alphonse J.Sigl, the Rochester journalist and radio newscaster who founded the Al Sigl Legion of Blood Donors. He convinced people of the benefits of giving blood and convinced employers that they should help by giving workers time off to donate special types of blood in case of emergencies.

Today, through the staffing of three bloodmobiles that are on the road continuously, working out of churches, schools, community centers, factories, and the Red Cross headquarters in Rochester, the Red Cross procures an annual average of 95,000 pints of blood from volunteers in 15 upstate counties. The Rochester chapter also operates a subcenter in Broome County that serves the southern tier of New York and a number of northern Pennsylvania locations.

No ogranization is more vital to the general public welfare than the Department of Health of the County of Monroe, which is responsible for public health throughout the city and county and also administers state health laws within the county. Directed by a qualified physician, the department also includes a nursing division with 200 public-health nurses who make an average of 80,000 home visits a year to care for the bedridden, the handicapped, and the feeble.

Other responsibilities and operations of the department include: monitoring communicable diseases; registering vital statistics such as births and deaths; monitoring air and water resources and other environmental areas such as hygiene and sanitation, particularly food-service operations; maintaining chest, venereal-disease, rheumatic-fever-control, and child-immunization clinics, among others; furnishing inoculations for travelers going abroad; and providing the

services of a county medical examiner.

Controlling air and water pollution is an important part of the department's operation. Air-pollution monitors are situated at 18 localities throughout the county, usually on top of school buildings. A similar system monitors the purity of all water resources, which include Lake Ontario; the upland "mini Finger Lakes," Hemlock and Canadice, south of Rochester; and artesian wells. The department also provides well-water testing for residences, farms, industries, and commercial and institutional users that still depend on wells for water supplies. The department coordinates many of its operations with local industries and keeps a strict watch on many potential polluters. For example, in recent years it has forced the closing of some 800 "marginal" incinerators that could have contributed to air pollution.

The County Health Department also cooperates with the Rochester Regional Office of the New York State Department of Health, which provides general public-health services to rural counties in the area that do not have their own health departments.

Another important component of health care in the Rochester region is the Al Sigl Center, a house of hope and help for the handicapped and their families. The Center is headquarters for seven agencies serving the handicapped and receiving United Community Chest support as well as government rehabilitation funds. Located near the University Medical Center, the state-operated Rochester Psychiatric Center, and Monroe Developmental Center, the Al Sigl Center agencies are deeply involved in treatment planning and programming for patients in those facilities.

Each of the seven agencies in the Al Sigl Center is autonomous in staffing, budgeting, and programming. The clustering of related service agencies allows each to do what it does best but to do it more effectively because of the availability of such common facilities as a therapy pool, greenhouse, cafeteria, gymnasium, library, and meeting rooms. The seven agencies are:

The Association of Retarded Citizens, which provides rehabilitation and counseling in the areas of personal, social, educational, and vocational adjustment to persons 17 years and older.

The Hearing and Speech Center of Rochester, which serves more than 5000 persons a year and conducts more than 30,000 sessions in speech, language, and hearing evaluation and therapy.

The Mary Cariola Children's Center, which provides services to families with children through 21 years of age who may have developmental disabilities and/or severe handicaps; it also provides home-care services to families with such children who are under 5.

The Medical Motor Service, which provides transportation for physically handicapped patients who cannot travel by bus to hospital clinics or other treatment centers.

The Rochester Area Multiple Sclerosis Society, a chapter of the National Multiple Sclerosis Society, which supports research and serves persons with the disease through a neurology clinic, patient and family counseling, occupational therapy, loaned medical equipment, and group meetings for recreation, exercise, and socialization.

The Rochester Rehabilitation Center, with a staff of 55, which serves more than 1000 clients annually, emphasizing vocational adjustment for school failures, people with spotty and inconsistent employment records, and people with poor family relationships.

The United Cerebral Palsy Association, which serves developmentally disabled children by means of a number of programs to help prepare them to enter

Opposite top: *The Strong Memorial Hospital is one of the major health-care centers in Upstate New York*

Opposite bottom: *A cornea-transplant operation is performed by a team of physicians at Strong Memorial Hospital*

Left: *The Genesee Hospital*

Highland Hospital

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public schools and aid them in overcoming handicaps that are congenital and physical, not mental.

Facilities and programs for the treatment of the mentally ill and disturbed are available on the state level, through the Rochester Psychiatric Center and the Monroe Developmental Center; at Strong and other hospitals with mental-health-service programs; at the Convalescent Hospital for Children; and in numerous centers and clinics.

The Eastman Dental Center differs from other institutions of its kind in that it blends programs for patient care and community service, postgraduate education for already-qualified dentists, and work in basic oral research. Since its founding in 1917, a major goal of the Center has been to provide service to anyone in need of dental care but unable to bear its full cost. In 1977, for example, more than 38,000 patients, both children and adults, visited the center for examination and/or treatment. The Dental Center's commitment to the residents of the Rochester area reaches beyond its own on-premises service and programs. Its Department of Community Dentistry, for example, under a contract with the county, instructs as many as 160,000 children and 10,000 parents and teachers in preventive oral care each year and gives diagnostic examinations to as many as 60,000 youngsters, of whom as many as 15,000 are referred for immediate treatment.

In conjunction with the Monroe County and Seventh District Dental Societies, the Dental Center supports a mobile facility that travels to schools and day-care centers throughout the year to bring dental care to children who would not otherwise receive it. The Center also works with the Jordan Health Center, the three branches of the Westside Health Center, the Monroe Developmental Center, and the Al Sigl Center.

The Dental Center cooperates with the Health Services Division of Monroe Community College by providing both clinical facilities and instruction in the training of dental hygienists and with the Rochester Dental Assistants School in providing clinical experience for students. It also has a close relationship in training and consultation with Genesee Hospital and the University Medical Center.

Founded in the 1960s with the help of Strong Hospital, the Rochester Health Network is a health-maintenance organization dedicated to the prevention of illness, to giving comprehensive care when illness does occur, and to controlling rising health-care costs through more widespread outpatient services. The Rochester Health Network has an enrollment of 20,000 persons in the area and works under Blue Cross-Blue Shield contract. The RHN plan is comprehensive and convenient, and it offers its services through seven existing health centers at a reasonable, fixed cost.

Monitoring health-care costs has long been a concern of the Rochester medical community. Early in 1980, hospitals in Monroe and Livingston counties launched a three-year demonstration program described as the nation's most significant voluntary effort to contain hospital costs. Called the Rochester Area Hospitals Experimental Payments Program (HEP), the project was designed to slow the rise in hospital costs while maintaining local control of excellent hospital services.

As a demonstration project, the HEP program was made possible through a cooperative effort among area hospitals, all levels of government, and the major insurers of hospital care, including Medicare, Medicaid, the Rochester Area Blue Cross, and the Rochester Area Hospitals' Corporation.

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The Rochester-area shopper is a mobile person with a wide variety of choices to meet the demands of personal, domestic, industrial, educational, business, and professional needs. The choices are made available in nearly 120 shopping centers, plazas, and malls in addition to the business areas of the three cities and many villages. The approximately 973,000 persons living in the area generate an annual volume of retail business estimated at $3.2 billion, of which about $2.3 billion is spent in Monroe County.

The "downtown" concept is still alive in Rochester itself. It has been built on a century-old tradition of retail service and

Left: *Shopping for fine fashions at B. Formans in downtown Rochester*

Above: *The "Clock of All Nations" featuring animated puppets is located at Midtown Plaza*

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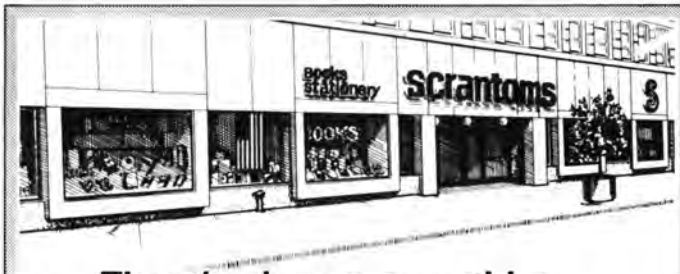

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on its merchants' recognition that although change is inevitable, it can point the way to better service and better business.

The principal retail business in downtown Rochester is conducted in an area bounded by Alexander Street on the east, Plymouth Avenue on the west, Court Street on the south, and Andrews Street on the north. Within this area, which lies within the city's Inner Loop, are large department and specialty stores and smaller, quality establishments, some of which have been in business for over a hundred years. Among these are Sibley, Lindsay & Curr, the area's largest retailing organization; Likly's; William Eastwood & Son; Whillock Brothers; and McFarlin Clothing, among others. With McCurdy & Co. and B. Forman Co., the developers and principal tenants of the showcase Midtown Plaza — the nation's first downtown shopping mall — they guarantee downtown Rochester perpetual longevity.

The business of doing business in downtown Rochester is enhanced by the availability of adequate parking space in numerous off-street parking lots, four large municipally operated ramp garages, and two multifloor underground garages, one operated in conjunction with the Rochester Civic Center and serving the Center and its neighbors, the other serving Midtown Plaza and Midtown Tower tenants, customers, and neighbors. Parking charges in the municipal garages are reasonable and add to the ease of shopping downtown. Free parking is made available to shoppers after 6:00 p.m. on Tuesday and Thursday and for any two-hour period on Saturday.

Special downtown events such as curbstone arts-and-crafts shows, an annual Oktoberfest program, and sidewalk sales are sponsored by the Chamber of Commerce Downtown Promotion Council and promoted by the Chamber's Retail Merchants Council. These activities add color and liveliness to the downtown shopping scene, have brought many older customers back into the city's vibrant core, and are attracting new ones every day.

Convenience has always been a key to the good health and vigor of Rochester's downtown, a result of private foresight and municipal cooperation.

Midtown Plaza would not have become a reality without the persistence and imagination of its developers, the McCurdy and Forman families, and the city administration. To make Midtown possible, it was necessary to acquire property, change street plans, eliminate some streets, design new thoroughfares, and construct a three-floor underground garage for 2000 automobiles. The Plaza, which houses 88 businesses, including the flagship stores of both McCurdy & Co. and B. Forman Co., which McCurdy's now owns, has 1.5 million square feet of floor space occupied by stores with more than 5000 square feet. Locally owned by Midtown Holdings Corporation, which also owns the adjacent Midtown Tower office structure and restaurant-and-hotel complex, Midtown is a showplace and meeting place continuously alive with shoppers, sightseers, and business people. From its beginning, it has been one of western New York's primary attractions.

As for convenience, Midtown is connected by attractive covered walkways with the city's tallest building, the handsome dark Xerox Tower, and with the newer Lincoln First Tower, a gleaming white structure that not only houses the area's largest banking-institution headquarters but also the principal offices of Bausch & Lomb, Gannett Co. (the nation's largest newspaper group), and others, while the Rochester headquarters of Rochester-born Xerox Corporation are situated in Xerox Square, and Sybron Corporation, a half-billion-dollar company, is located in Midtown Tower.

Either the suburban shopping center has changed the American way of life or the American way of life has altered the shopping habits of millions, and these inescapable facts have had an effect on the Rochester metropolitan area. Its suburban shopping centers, malls, and plazas are among the handsomest and finest anywhere. Most of them have been locally developed and are locally owned. The chief ones serving immediate Rochester suburbs and adjacent towns and villages in Monroe and abutting counties are these:

Eastview Mall in Victor, Ontario County. With 900,000 square feet of space in stores of 5000 square feet or more, Eastview has some 95 stores on 40 acres of land, including parking space for 4500 automobiles. The plaza was opened in 1971 and enlarged in 1973.

Long Ridge Mall in Greece, western Monroe County. Long Ridge encompasses 700,000 square feet of space devoted to stores of 3000 or more square feet, with about 60 businesses and 4000 parking spaces on 75 acres of land.

Pittsford Plaza in eastern Monroe County. Opened in 1961, enlarged in 1968, Pittsford has 42 businesses, 17 of which occupy 5000 or more square feet for a total of 520,000 square feet, with parking for 2800 automobiles. Adjacent Pittsford Plaza West, separately owned and operated, has seven stores, space for 500 cars, and three stores of 5000 square feet or more occupying 129,677 square feet of floor space.

Southtown Plaza in southern Monroe County. Southtown was opened in 1956 and enlarged three years later. It contains 36 businesses on 60 acres of land with space for 3800 cars. Its total floor space is 450,000 square feet.

Greece Towne Mall in western Monroe County. Greece Towne occupies 40 acres

of land and has space for 2500 automobiles. Of its 53 businesses, 13 occupy space of 5000 or more square feet for a total of 420,000 square feet.

Panorama Shopping Plaza in northeast Monroe County. Panorama was opened in 1959 with 34 stores occupying 40 acres of land, with parking space for 3400 cars. The plaza has eight stores with more than 5000 square feet of floor space.

The evident good health of the retail business in the Rochester area is reflected in the Monroe County figures, which show that more than 4800 retail establishments are in operation. They include the businesses in the following categories: building materials, hardware, and garden supply; general merchandise; food stores; automotive dealers; gasoline service stations; apparel and fashion accessories; furniture, home furnishings, and appliances; eating and drinking; drug and proprietary; and miscellaneous retail outlets.

The total annual sales of these establishments in 1972, according to U.S. Department of Commerce Bureau of Census figures, was more than $1.6 billion. The total in 1979, as already noted, was estimated at 2.3 billion. At least $400 million of this total is generated annually by two locally based supermarket chains, Star Supermarkets, which is publicly owned, and Wegmans Food Markets, a division of Wegman Enterprises, which is privately held. Together, with their approximately 80 large stores, they do an estimated 60 percent of the retail food business in the immediate area.

Through its Department of Retailing, and its Retail Merchants Council, the Rochester Area Chamber of Commerce not only keeps a hand on the pulse of the retailing industry in the Rochester area but offers merchants a great many services that make for better and more efficient business operations, among them the following:

Seminars and workshops designed to help reduce shoplifting and internal theft.

Information on legislative issues affecting retailing and representation at retailing conferences in the state.

Liaison activity between retailers and local government agencies on such problems as littering, rubbish removal, on-street metered parking, and sidewalk snow clearance.

Organization, supervision, and promotion of special downtown events designed to attract shoppers, among them I Love Downtown Day, Oktoberfest, LaFiera Italiana, St. Patrick's Day Celebration, curbstone art, craft, and music festivals, Farmer's Market, and downtown Christmas decoration.

Arrangement of free parking and transportation service during holiday shopping seasons and special retail promotional events in cooperation with the city and the Rochester-Genesee Regional Transportation Authority.

Improvement of uniform retail-store hours to reduce customer confusion.

Maintenance of a countywide retail-emergency-alert system to generate spontaneous action in emergency weather situations and other emergencies that affect retailing.

Assistance to new retailers on matters pertaining to parking, sanitation, security, and local laws and ordinances affecting the industry.

Development of wage and fringe-benefit information.

Maintenance of a referral service for inquiries.

Implementation of beautification programs.

Coordination of retail closings in emergencies.

The Bountiful Marketplace

Opposite left: *Fresh produce is available at the popular Rochester Public Market*

Opposite right: *Longridge Mall in Greece is one of several enclosed shopping malls serving Monroe County families*

Left: *A unique canal-side shopping area at Northfield Commons in Pittsford*

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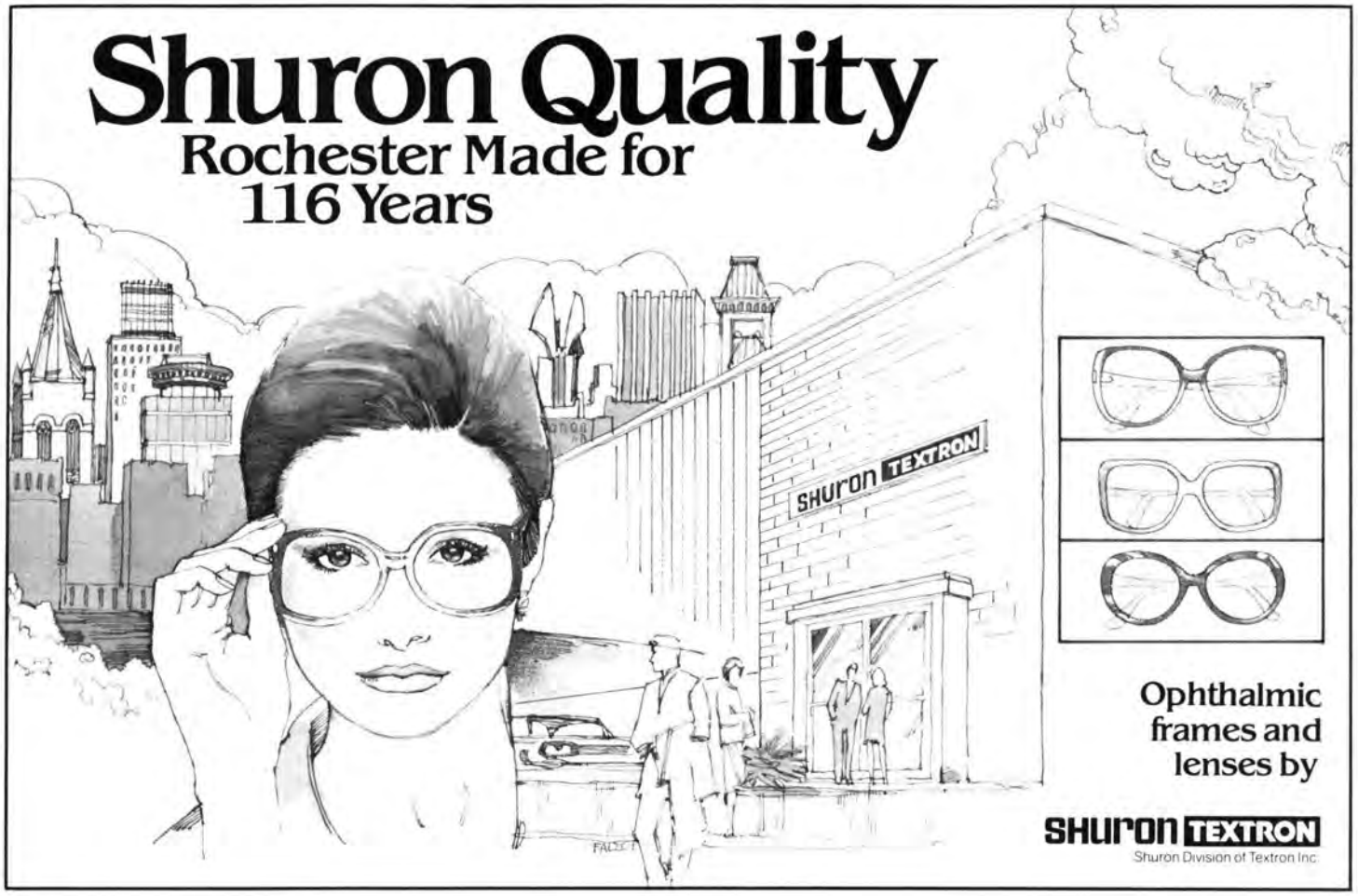

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Suburban Cities: The Comfortable Life

The high quality of life in the Rochester metropolitan area can be credited only in part to the city, its precision industries, and its educational and cultural institutions. A great deal of the credit, however, must also be given to its suburban villages, which have mellowed the city's character and been a credit to its history while retaining their own individual character. Proud of their heritage and independence, and determined to maintain their autonomy, they are among the most desirable places in the Rochester area in which to live and rear families.

Monroe County has 10 villages, some of which are older corporate entities than Rochester itself. They are the incorporated villages of Brockport, Churchville, East Rochester, Fairport, Hilton, Honeoye Falls, Pittsford, Scottsville, Spencerport, and Webster. In addition, the area can boast of its smallest city Canandaigua. Each community has a personality, tradition, and atmosphere of its own.

Brockport. The village was founded by Hiel Brockway and incorporated in 1829. Originally, before its completion, it was the western terminus of the Erie Canal,

Left: *The historic old mill and waterfalls in the Village of Honeoye Falls*

Above: *Fairport Village's Canal Park is located along the old barge canal*

RGRTA is Working Today to Provide Better Transportation for Tomorrow.

RGRTA was created in 1969 by N.Y. State at the request of local governments. Charged with the responsibility of improving existing public transit as well as developing new service throughout the region, the authority has continually met the challenges. For example: in eleven short years RGRTA has retired the $1.3 million debt on the RTS system, purchased new buses for RTS, B-Line, LATS and WATS; increased route miles by 130%; expanded area service by 480%; created Park-and-Ride commuter service for 26 communities; established itself as 18th in the nation among transit authorities in obtaining federal grants on a per capita basis; started the Free-Fare Zone in Rochester's downtown area; built new offices and maintenance facilities at the Thomas E. McGrath Transit Operations Center on E. Main St. and has developed a series of long-range plans for transit improvements among which the feasibility of a "light rail" system is an integral part. RGRTA...your authority...is working today to provide better transportation for tomorrow.

RGRTA Welcomes you aboard.

RTS — The Regional Transportation System providing fixed route, Park-and-Ride and charter services to metropolitan Rochester and surrounding communities. Call 288-1700 for information.

Lift-Line — Liftline's wheelchair lift-equipped vehicles serving the elderly and disabled of Monroe County. Call 546-5400 for information.

WATS — The Wayne Area Transportation System provides fixed route public transit for residents in Wayne County. Call 946-6422 for information.

LATS — The Livingston Area Transportation Service offers transportation to handicapped and Senior Citizens. For reservations call 266-6353 in Avon; 335-3344 in Dansville and 658-4513 in Mt. Morris.

B-LINE — The Batavia Bus Service is a Dial-a-Ride operation serving the city of Batavia in Genesee County. Call 343-3079 for door-to-door service.

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which was the reason it was established. Once the home of what was then Monroe County's largest industry, the Johnston Harvester Company, it is now more celebrated as a college town, the home of the State University College of Brockport, which in turn dates back to the Brockport Academy, established in the 1830s. Now Brockport produces scholars and teachers instead of harvesting machinery. It is the metropolis of the Town of Sweden.

Churchville. Although it was settled much earlier and takes its name from pioneer Samuel Church, Churchville, in the Town of Riga, was not incorporated until 1855. Long before that time, it had the advantage of being situated on the New York Central Railroad, which sent its first train through the village in 1836. Churchville today is serene and content.

East Rochester. East Rochester is perhaps the only one of Monroe County's villages founded on industry alone — the Merchants Despatch Corporation, manufacturer of railroad cars, which gave it its first name, Despatch. The car shops are gone now, but the village is still noted as a center for piano makers, as a producer of fine athletes, and as the hometown of many business and professional people who work in the city. It is lively and modern.

Fairport. Like a number of other Monroe County villages, Fairport is a canal town but was only a hundred years old as a corporation in 1967. A place of singular beauty that has been home to a number of manufacturers, Fairport has had a post office since 1822, a fire department since 1877, and a waterworks since 1893. It is unusual among Monroe County villages in that it owns its own electric company. It is located in the Town of Perinton, as is that part of East Rochester that is not in the Town of Pittsford.

Hilton. Hilton is the prized possession of the Town of Parma, founded in 1805 by Jonathan Underwood. It was named after the Reverend Charles A. Hilton, but Hilton is only the most recent of its names. In the course of its history, it has been called Salmon Creek, Tyler's Corners, Unionville, Dunham's Corners, and North Parma. Known for its apple orchards, it is a resilient village imbued with local pride, demonstrated most recently by its remarkable recovery from a devastating fire that ruined its business section in 1965. It remains quiet and peaceful, an ideal place to live and/or operate a small business.

Honeoye Falls. Honeoye Falls ("honeoye" means "finger on the ground" in Iroquois) was once known as Norton's Mill, named for Zebulon Norton, who arrived in 1791 and built a mill on Honeoye Creek. (One of its customers was Brigham Young, who would claim fame in another area.) Honeoye Falls is orderly and quiet, has a busy restaurant business, and is the home of industry, substantial homes, and proud residents, many of whom are still conscious of the fact that its mill was at work when George Washington was president.

Pittsford. If one were to choose a village representative of all the best aspects of Monroe County, Pittsford might easily be the first nominee. It is old and lovely, and it is a crossroads, a canal stop, a place full of colonial atmosphere that is carefully maintained by the village fathers. Pittsford invites visitors to dine, to shop, to sightsee, and to enjoy its many attractions.

Scottsville. Isaac Scott of New Hampshire was originally responsible for the Town of Wheatland's sole village. In 1790, for the considerable price of four dollars an acre, he bought 150 acres from the Wadsworths, established a tavern and a farm, and brought Scottsville into being. It remains a favorite Monroe County village, very popular as a place to live and much admired for its beauty.

Spencerport. Spencerport is a 113-year-old adornment of the Town of Ogden, which itself became 163 years old in 1980. It was known as Spencer's Basin when the Erie Canal first came by, and is now the chief settlement in a town that has gone the residential route and is the favorite of many who commute to the city. Among the things Ogden is noted for is that it is the home of the Ogden Telephone Company, which remains fiercely independent from the larger independent company in Rochester.

Webster. The Village of Webster has never lost favor among Monroe County villages. Situated in the middle of farmland that once comprised 21,468 acres of soil and 612 acres of water, with most of the former devoted to production, it is now the focal point of an important manufacturing town that is home to Rochester's second-largest industry, Xerox, and its largest publisher of books, Lawyers Cooperative Publishing Company. Webster Village is a highly desirable place to live and supports many small businesses.

Canandaigua. Before neighboring Rochester became the first great boom town in the early days of the Erie Canal and the heyday of flour milling, Canandaigua was western New York's metropolis — the seat of government where most financial and legal business was done, where the courts were in session, and where the militia, with its cannon, was stationed. Proud of its history, spruce in appearance, Canandaigua has much to bolster that pride today — the spectacular Sonnenburg Gardens and Mansion for one thing and, for another, the broadest, most majestic Main Street in all the eastern United States. Its lake has long attracted Rochester residents in the summer, and now many of them live beside it all year.

The incorporated villages adorning Monroe County and its immediate environs are a principal reason for its high quality of life. They are "backbone" rather than "bedroom" communities, each with its own special, distinguishing quality.

Above: *The Morgan Manning House in Brockport*

Left: *The Sonnenberg Gardens and Mansion in Canandaigue*

The Arts: Abundant and Accessible

The Rochester area is book country, music country, art country, theater country, where all the arts flourish and find broad support. Partly because of the nature of its schools and colleges and partly because of its traditional prosperity, the region abounds in musicians, sculptors, painters, artists and craftsmen in metalworking, writers, composers, poets, novelists. It has produced celebrated actors, directors, and playwrights as well as nationally acclaimed vocalists and instrumentalists.

Libraries

Rochester and its environs are endowed with the resources of many libraries maintained for the public in addition to the numerous libraries for study and research at the area's many schools and colleges. For example, the University of Rochester alone maintains no fewer than 12 libraries.

Access to the pleasure and knowledge found only through books is available to all. The Rochester Public Library system, located in the Rundel Memorial Building and acknowledged to be one of the finest in the nation, operates 12 branches, including the Alonso (Spanish) library branch. Its up-to-date audiovisual department is especially useful and

Left: *The George Eastman House, former home of the founder of Eastman Kodak Company, is now an international museum of photography*

Above: *Inside the main foyer of the George Eastman House*

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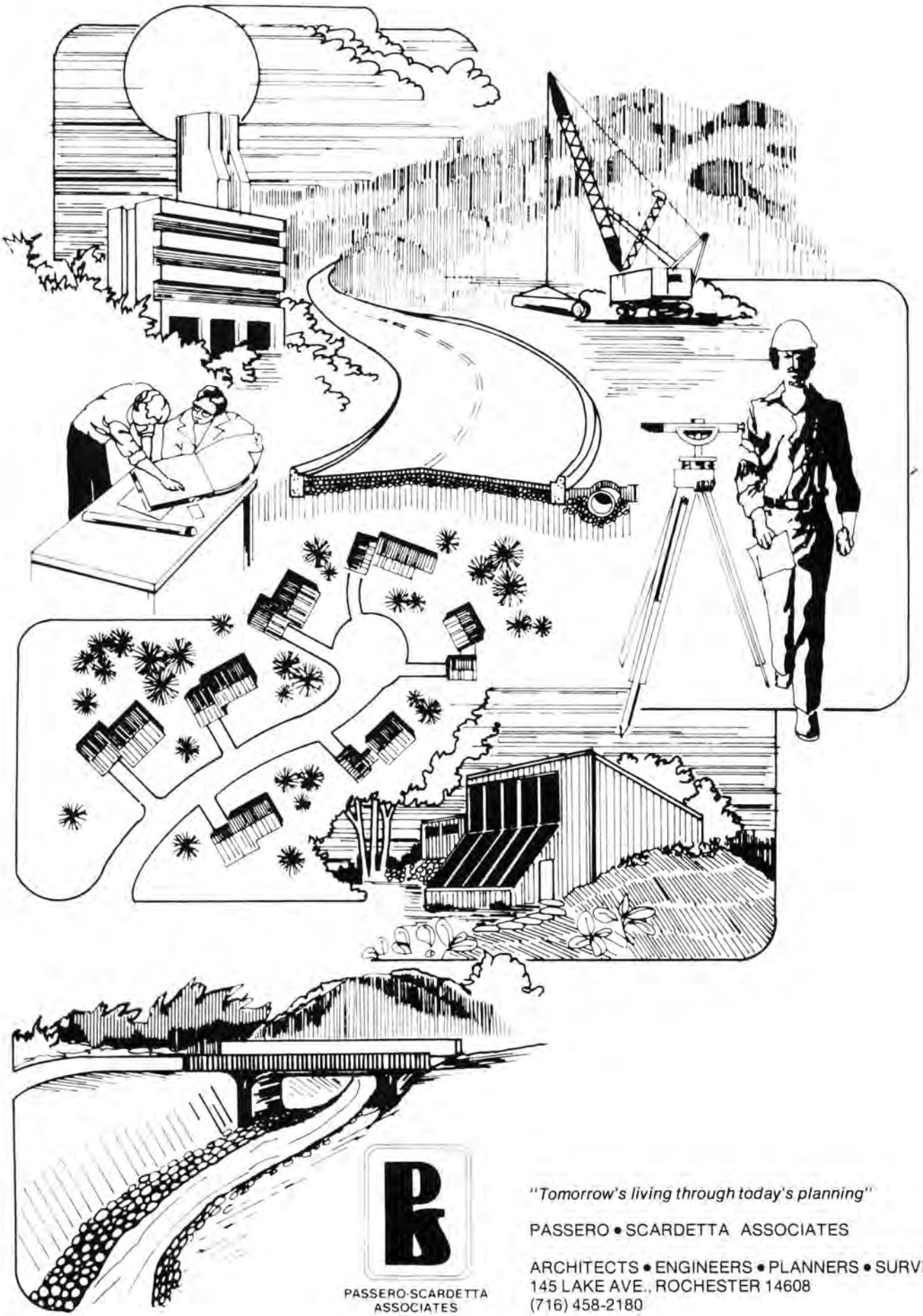

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popular.

The Central Library, popularly called the Rundel Library, is also headquarters for the Monroe County Library System, serving all town and village libraries within the county. Financing for city, town, and village libraries is divided four ways: all receive aid from New York State as part of one of the state's 22 library systems; the city of Rochester supports library branches within the city; Monroe County supports the Central Library; and the towns and villages support their own libraries.

More than a million books, recordings, tapes, films, and art reproductions are available for loan in the Central Library system. In 1979, nearly 5 million of these items were checked out. In addition to lending, the library and its branches offer frequent exhibitions and displays as well as regular showings of films. Children's films are shown every day in at least one branch throughout the summer vacation period.

The Central Library System is used by a broad spectrum of people in many other ways. Its local-history division is an unusually popular resource for the curious and scholarly. Its information service, offered by both the Central Library and its branches, received a total of 246,041 inquiries in 1979, of which 114,235 were by telephone and the remainder were made by letter or in person.

The Central Library is headquarters for a volunteer group of interested citizens, the Friends of the Rochester Public Library. The Friends review current books by knowledgeable experts on the local scene, and each year they honor local authors who have been published within the past year, many of whom make repeat appearances.

Public libraries in area towns and villages include:

The Town of Chili Public Library
The Village of East Rochester Public Library
The Town of Gates Public Library
The Town of Greece Public Library, which has three branches
The Town of Henrietta Public Library
The Ibero-American League library in Rochester
East and West branches of the Town of Irondequoit Library
The Town of Penfield Public Library
The Town of Pittsford Community Library
The Village of Scottsville Free Library
The Town of Webster Public Library
The Town of Brighton Memorial Library
The Seymour Library in the Village of Brockport
The Town of Riga Free Library in the Village of Churchville
The Caledonia Library in the Village of Caledonia
The Mumford Library in the Village of Mumford
The Fairport Public Library in the Village of Fairport
The Mendon Public Library in the Village of Honeoye Falls
The Lima Public Library in the Village of Lima
The Town of Rush Public Library
The Victor Free Library in the Village of Victor

The Avon Free Library in the Village of Avon
The Livingston County Library System, headquartered in Avon
The Town of Bergen Library

The appetite for books can also be appeased at the commercial level by outstanding book departments in local department stores and specialty shops, and by bookstores offering both new and used books, of which there are many throughout the area.

The Arts

The theater has flourished uncommonly well in Rochester since the 1850s, when it established a foothold in the city despite vigorous and articulate opposition from the clergy.

Motion pictures and, more recently, television have eroded some of Rochester's theatergoing public, but there is still considerable interest in the stage in general, and in a professional group called GeVa and the Rochester Community Players in particular, along with occasional road shows in the legitimate tradition. The great legitimate houses of the nineteenth century — the Lyceum, Cook's Opera House, Corinthian Hall, and the Baker — have fallen to time and changing patterns in life styles and preferences.

There are still a number of places in Rochester, however, where patrons can enjoy plays, recitals, concerts, and other expressions of artistry ranging from Shakespeare to symphonies, opera to rock and roll, serious drama to musical comedy. All find eager audiences in the area, and the seats are well worn in the Eastman and Auditorium theaters, the Community War Memorial, the Dome Arena, and the Nazareth College Center for the Performing Arts. The Rochester Community Players present dramatic productions from November through July in their own playhouse in Clinton Avenue South. The smaller GeVa Theatre, a resident professional theater company also located in Clinton Avenue South, presents regular performances Tuesday through Sunday from October through April.

There is also a flourishing opera and concert season in Rochester. For example, the Opera Theatre of Rochester presents three major operas each year with the Rochester Philharmonic Orchestra, one of the nation's top 20 major symphony orchestras. The Opera Theatre also presents chamber works and opera workshops in area schools and colleges.

The Rochester Philharmonic is a glittering gem in Rochester's crown. With nearly 14,000 annual subscribers to its concerts, it enjoys one of the largest bases of popular support of any major American orchestra. Its headquarters is the internationally acclaimed Eastman Theater of the University of Rochester. Nearby, in the Eastman School of Music Building in the same downtown Rochester complex, is Kilbourn Hall, ideal for student recitals, chamber-music presentations, and other intimate musical moments.

The central atrium of Rochester City Hall is easily adaptable for a variety of uses — arts-and-crafts exhibits, concerts, and the performing arts. The City Hall itself, once Rochester's Federal Building, is an architectural treasure and is listed in the National Register of Historic Places. Howard Hanson Plaza in Manhattan Square Park downtown offers an ideal site for outdoor performances. It is named for the distinguished composer and director emeritus of the Eastman School of Music.

For lovers of art and photography, students of antiquity, and all who are fascinated by the world around them and the cosmos beyond, Rochester offers ideal outlets for enjoyment and fulfillment. These include:

The Memorial Art Gallery of the University of Rochester, generally regarded as one of the finest university art

The Arts: Abundant and Accessible

Opposite top: *Many outdoor art shows are held throughout the year*

Opposite center: *The Rochester Philharmonic Orchestra performs at the Eastman Theater of the University of Rochester*

Opposite bottom: *A performance by the GeVa Theater, a resident professional theater company*

Below: *The Rundel Public Library is headquarters for the Monroe County Library System*

Left: *The Eastman Theater is considered one of the world's great concert halls*

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museums in the nation. It also serves as Rochester's public art museum, with its wide-ranging permanent collection covering 50 centuries of world art from ancient Egypt to contemporary America. Exhibitions on temporary loan supplement the permanent collection. The gallery also offers courses in art to people of all ages and is host to annual outdoor exhibits by area and regional artists.

The International Museum of Photography at George Eastman House contains the world's most important collection of photographs, motion pictures, and photographic equipment. Housed in the 50-room East Avenue mansion George Eastman built as his final residence, the museum draws students, practitioners, and lovers of fine photography from all over the world. Adjacent to it is the Dryden Theatre, which shows classic old motion pictures throughout the year.

The Rochester Museum and Science Center, erected in 1940 through the beneficence of Edward Bausch, is a rapidly expanding complex, the central building of which contains a collection of more than a million objects of regional history, anthropology, technology, and natural science as well as one of the world's largest collections of Iroquois Indian artifacts. Its numerous offerings include displays of American Indian life; life-sized rooms and shops of the 1780-1890 period; and exhibitions of plant, bird, and animal life and the sciences of optics and geology. The Science Center is continuously growing. One of its principal adjuncts is the Strasenburgh Planetarium.

The Strasenburgh Planetarium holds many distinctions. For example, it enjoys the largest per-capita attendance of any planetarium in the country; it was the world's first computerized planetarium; it has more projectors and a larger production staff than any other planetarium; and it is the largest marketer of original planetarium shows to planetariums everywhere. Every year, for thousands of spectators, it offers ideas, dreams, speculation, and conjecture about outer space and the unknown worlds beyond, stimulates the imagination, and gives substance to fantasy.

The Genesee Country Museum in Mumford has added a new dimension to the Rochester region's devotion to its heritage and history. A nonprofit organization, it is becoming increasingly popular as a tourist attraction, with its representative village and farm structures — a tavern, a print shop, a country store, a blacksmith shop, and a tinsmith's shop, among others. All were moved from their original sites and brought from the nineteenth century into the present in one unified display.

Significant exhibits of regional history will be found in both the Rochester Historical Society headquarters at 485 East Avenue and the Campbell-Whittlesey House at 123 South Fitzhugh Street. Both are outstanding examples of Greek Revival architecture. The Historical Society's features include restored garden plots, an extensive reference library of Rochester-related material, and a large collection of paintings and memorabilia associated with Rochester and its western New York region. The Campbell-Whittlesey House, listed in the U.S. Department of the Interior Historic American Buildings Survey, is authentically furnished in Erie Canal-days style and is surrounded by the herbs, shrubs, and trees that were prevalent in Rochester in the 1830s.

The Arts: Abundant and Accessible

Above: *A guitar soloist performs at the Eastman School of Music*

Left: *The Dryden Theater, adjacent to the George Eastman House, shows classic old movies throughout the year*

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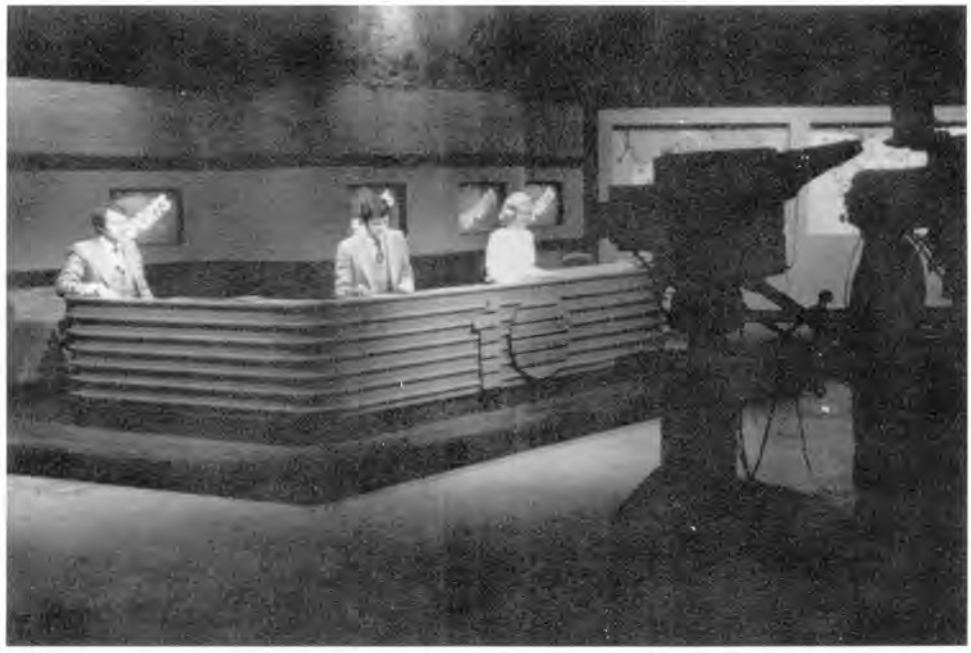


Bringing It All Together

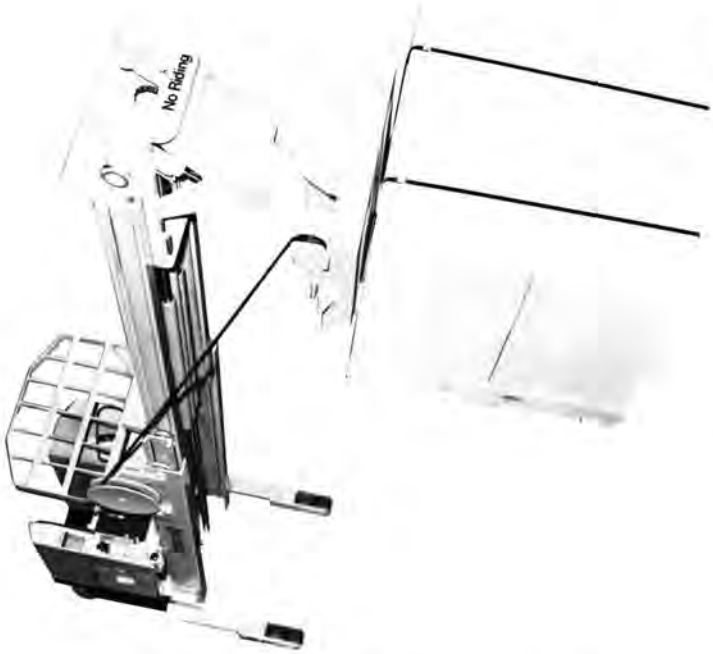
Government, religious organizations, and the news media provide the Rochester metropolitan area with strong leadership, spiritual fulfillment, and a continuous outpouring of news and information relating to business, industry, and the social well-being of all residents no matter what their economic status.

Both Rochester and Monroe County have "manager" forms of government. Rochester was the second city in the nation (after Cincinnati, Ohio) to adopt the city-manager form of government, which replaced the old aldermanic system with a nine-member city council that appoints the manager and also elects its governing officer, the mayor, who is traditionally one of its own number.

Monroe County was a New York State pioneer in county-manager form of government. The elected 29-member county legislature represents city wards and county towns. Most of the latter have their own supervisors, who direct town government with the legislative assistance of town boards, which also are elected.

Monroe County has 19 towns and 10 villages. All the villages have their own boards and mayors and are protective of their autonomous status.

The local news is broadcast at WHEC, channel 10



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Door-to-door service and responsibility are the foundation of Rochester Air Freight Service Corp. The company has been providing total ground service for the airfreight shipper for three decades. Serving Rochester and the surrounding area, the company maintains daily service to Buffalo International, Syracuse International, and JFK International. Exclusive use service is also available from the firm which is headed by Alexander "Scotty" Ireland.

73 Deep Rock Rd., Rochester 14624
(716) 436-7234

Traditionally, Rochester has been a leader not only in religious practice and worship but in training members of the clergy, with its two great seminaries for Protestant ministers and Catholic priests. Further, the city is the seat of both the Catholic Diocese of Rochester, which extends east to Auburn, New York, and south to Elmira, New York, and the Episcopal Diocese of Rochester, which has a jurisdiction almost as large. In the immediate Rochester area there are more than 380 places of worship for all religions and beliefs. The Genesee Ecumenical Ministries and the Jewish Community Federation offer help and counseling to those who need spiritual guidance, instruction, or assistance.

Rochester and its area are served by many newspapers and radio and television stations. There are two daily newspapers, the morning *Democrat and Chronicle,* which also publishes on Sundays and holidays, and the evening *Times-Union,* which publishes Monday through Friday. Both are owned by Rochester-based Gannett Co., the nation's largest newspaper group, with papers throughout the continental United States as well as in the Virgin Islands, Hawaii, and Guam. Gannett is a billion-dollar enterprise, the second-largest business in Rochester after Eastman Kodak.

In addition, the metropolitan Rochester area is served by the following: *The Daily Record,* a business and legal newspaper; the *Upstate Business Journal* and the *Chamber of Commerce News,* published jointly on a bimonthly basis; *City East* and *City West,* weekly newspapers; Wolfe Publications, which publishes a group of suburban town and village newspapers; the Empire State Weeklies, which also publishes a number of suburban town and village weeklies.

Radio stations include the following AM outlets:

WBBF — Top-40 music, news
WHAM — 50,000-watt clear-channel signal; middle-of-the-road music, news, public affairs
WNYR — Country music, news
WPXN — News, information
WSAY — Middle-of-the-road music, news, farm information
WWWG — Variety programming

The area is also served by these FM radio stations:

WCMF — Progressive rock (stereo)
WDKX — Total community (stereo)
WEZO — Easy-listening music, news (stereo)
WGMC — Community education
WHFM — Top-40 music (stereo)
WRIQ — Variety music, educational
WITR — Progressive rock, jazz (stereo)
WMJQ — Album rock (stereo)
WPXY — Contemporary adult rock (stereo)
WRHR — Community education, adult music
WVOR — Adult popular music, news
WXXI — Public Broadcasting; classical music, jazz, news, public affairs.

Rochester and its area are served by five television stations in addition to cable television, which is available in many suburban and rural areas. Its very-high-frequency (VHF) stations are WHEC-TV, Channel 10, CBS; WOKR-TV, Channel 13, ABC; and WROC-TV, Channel 8, NBC. Its ultra-high-frequency (UHF) stations are WUHF-TV, Channel 31, chiefly entertainment, and WXXI-TV, Channel 21, PBS.

Atrium of the beautiful old city hall

Trail Break Motor Inn

Near Exit 45 off the Thruway, the Trail Break Motor Inn is a quiet, spotlessly clean motel with 32 units, stressing personal service. The Inn's restaurant serves good food at reasonable prices, and there is also a sparkling swimming pool. Every room has color TV and direct dial phones, and local calls are free. Pets are welcome at the Trail Break, which is close to the Perinton Square and Eastview Malls.

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Americana of Rochester

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The Americana's intimate and interesting Sentry Lounge features a popular "Care Free Hour" as well as entertainment. The Hearth restaurant specializes in succulent prime rib and sizzling steaks, with Brunch a top attraction on Sunday. There is professional entertainment on Friday and Saturday nights, and parking is always free for customers of the restaurant. Fourteen meeting rooms are available for banquets, meetings, or social events, accommodating groups of from 20 to 1000.

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A Wealth of Recreational Assets

Rochester and recreation, like Rochester and research, go hand in hand. Celebrated for its industry, its colleges, its culture, its parks, and its people, the Rochester area also offers many avenues for broadening the human experience and for making sport and recreation available to participants and spectators of all ages and at all levels of competition. No matter what a person's preference in sport, he will find it in Rochester.

Basketball

Rochester is a basketball town, and has contributed many players to the professional ranks. Its minor-league team, the Rochester Zeniths, are league champions of the Continental Basketball Association.

Rochester's colleges field teams that rank well in Division III competition in the collegiate area, and its high schools draw thousands of spectators to both regular games and the annual Section V high school basketball tournament, which would be a sports adornment for any city. The basketball picture is further enhanced by two outstanding college tournaments, one drawing the pick of area colleges and the other attracting high-

Left: *The Genesee River*

Above: *A sail plane soars over Monroe County*

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ranking colleges and universities from across the nation.

High schools and colleges throughout the area maintain their own gymnasiums and courts. Most tournaments and professional games are played at the Dome Arena in the Monroe County Fairgrounds in suburban Henrietta and at the Community War Memorial in downtown Rochester, also home of the Rochester Americans of the American Hockey League.

Golf

It seems almost certain that golf is Rochester's ruling passion, even though bowling may draw more participants. It is all here for the golfer — the variety and accessibility of courses, the opportunity for play and competition, and the further opportunity, almost annually, of seeing the most outstanding players in the sport's greatest tournaments.

In the immediate vicinity of Rochester there are more than 30 private, commercial, and municipal golf and country clubs. Several are of championship caliber, recognized by the United States Golf Association, the Professional Golfers Association of America (PGA), and the Ladies Professional Golf Association as being acceptable for their top competitions.

The most celebrated of these is the East Course of Oak Hill Country Club in suburban Pittsford, site of the 1980 PGA championship tournament and also of three other major national tournaments — the 1949 United States Amateur and the 1956 and 1968 U.S. Open Championships. The Country Club of Rochester, founded in 1895, has been the site of a national Women's Amateur and two United States Women's Open Championships. Locust Hill Country Club, in suburban Pittsford and Henrietta, is the site of the annual Sarah Coventry Classic, in which the finest players in the Ladies Professional Golf Association participate.

Rochester has produced a number of regional, state, national, and international golf championships. A Rochester golfer has won all the major golf championships of the world with the exception of the British Amateur and the Masters. In Rochester's trophy case there are symbols of victory in the U.S. and British Opens, the U.S. Amateur, the Professional Golfers Association, and the National Public Links Championships, an enviable record.

Bowling

With more than 1100 lanes in 85 bowling establishments and more bowlers per capita than any other American city, Rochester can be called a bowling capital. It has produced professional champions and tour bowlers and has hosted the American Bowling Congress and state championships.

The city and region offer numerous programs and leagues for men, women, and children — youngsters and high-schoolers, industrial workers and business-and-professional men, classic bowlers and country club members. It is estimated that more than 100,000 persons bowl in Rochester, in regular leagues and individually. Their formal competitions are sanctioned and supervised by the well-organized Rochester Bowling Association and the Rochester Women's Bowling Association.

Hockey

The Rochester Americans, the darlings of those most dedicated of sports fans, the hockey buffs, became part of the Rochester sports scene in the early 1950s and are three-time winners of the American Hockey League Calder Cup. The Americans play at home from October through March at the Community War Memorial in downtown Rochester. They are extremely popular, and some of the great players in the game either play with them or against them on their way to hockey's major league.

Hockey has also caught on at the junior level and in high schools and colleges throughout the Rochester area.

Baseball

Rochester provides schoolboy, college, and Little League baseball as well as Little Guy Soccer, Junior Hockey, and Pop Warner Football, but the hearts of those who like balmy summer evenings and regard the crack of the bat and the roar of the crowd as the sweetest of sounds may be found, from April to September, at Silver Stadium, home of the community-owned Rochester Red Wings of the Triple A International Baseball League. The Wings have long been regarded as the finest of all minor-league franchises.

Operated by Rochester Community Baseball, Inc., which is owned by more than 8000 local fans and their families, the Wings have a working agreement with the Baltimore Orioles of the American League. Many stars of the Orioles and other major-league teams have tried their wings as Rochester players and have flown to the top.

The pursuit of recreation and relaxation entails both watching and doing. The opportunities for watching in Rochester

A Wealth of Recreational Assets

Above: *Horse and rider enjoy the open country of Monroe County*

Opposite top: *The Rochester Americans Hockey Team plays home games at the community war memorial*

Opposite left: *Year round tennis at Midtown Tennis Club*

Opposite right: *A player on the Rochester Red Wings signs autographs at Silver Stadium*

are numerous. Those for doing are almost without end.

Skiing and Ice Skating

The skier will find superb slopes and facilities in season at Bristol Mountain, 45 minutes away in Ontario County; at Brantling Hill in Sodus; and at Frost Ridge, LeRoy, and Swain, all within an hour's drive. Bristol offers the longest vertical drop between the Adirondacks and the Rockies, three double-chair lifts, one triple-chair lift, slopes for both beginners and experts, night skiing, and, when necessary, man-made snow. Monroe County's Powder Mill Park has two rope tows, a 30-meter Olympic jump, machine-made snow, and two ski lodges.

For those who like to glide on a different kind of runner, there is indoor ice and figure skating from September through March at the Frank Ritter Memorial Arena, home of the Genesee Figure Skating Club, on the campus of the Rochester Institute of Technology. Outdoor ice skating is also offered in season at Xerox Square in downtown Rochester and at county and city park rinks.

Fishing

The Rochester area abounds with excellent fishing spots for the countless enthusiasts of this ever-popular sport. All of Upstate New York's Finger Lakes are within an hour or so of the city. Rochester and some of its suburbs — notably Greece, Irondequoit, and Webster — are on the southern edge of Lake Ontario. Becoming cleaner by the minute, this great inland sea offers splendid sailing and boating, fishing, and attractive beaches supervised by city, county, and state, most of them with outstanding picnicking facilities.

Each April first, numerous brooks and streams offer trout fishermen an opportunity to converge on such nearby streams as Catherine and Naples creeks in search of finny beauties and prizes for the best catches. In season, pan fish like bullheads, yellow perch, and calico bass are plentiful in Braddocks Bay, Cranberry Pond, Long Pond, Duck Pond, Irondequoit Bay, and Mendon Pond. Northern pike are found in Irondequoit Bay and Braddocks Bay, and Lake Ontario itself is home to largemouth bass, salmon, and lake trout.

One of the highlights of the fishing season is the annual Empire State/Lake Ontario Trout and Salmon Derby, sponsored by the Cortland Line Company and offering prizes of more than $50,000 in cash and merchandise. Each May, more than 3000 persons participate in this angling competition, and the number is growing.

Parks

Within easy driving distance of Rochester and its suburbs there are some truly outstanding public parks, designed for picnicking, the less strenuous sports, or just plain sitting, strolling, and contemplating the beauties of nature.

Rochester and Monroe County combine to maintain a remarkable park system that offers a splendid zoo; golf courses; the world's finest display of lilacs in season; a splendid conservatory; areas for baseball, tennis, horse riding, and skiing; and pools for swimming, among other attractions. But perhaps the greatest gift to those who use the parks is their beauty. Rochester has not only earned, but richly deserves, its proud title of "The Flower City." One example of floral exuberance can be found in Highland Park, where, late in May, the magnificence of the lilac displays draws visitors from throughout the country and beyond.

Sailing and Boating

For many, the good life is not tied solely to the land. In season, the area's many lakes and the big one, Ontario, and its bays lure the sailor and the boater.

Sailing craft of every description cruise under the aegis of the Rochester, Newport, and Canandaigua Yacht Clubs, among others, with full seasonal schedules of regattas and races, perhaps the most famous of which is the celebrated Canada's Cup Race.

The Rochester Power Squadron, affiliated with the United States Power Squadrons, is a private, nonprofit, nongovernmental, and nonmilitary association of adult U.S. citizens who are socially compatible and have as a common bond a love of yachting and boating. In actuality, the Power Squadron encompasses all boats powered by engine, sail, or hand.

Pleasure is by no means the Rochester Power Squadron's sole reason for being. As a civic service, it offers free 10-lesson boating courses to men, women, and children 12 or older. In addition, the squadron reports corrections or deficiencies in nautical charts and works closely with the U.S. Coast Guard and its auxiliary, yacht and boat clubs, and the American Red Cross to maintain an awareness of safety on the water.

Nearby Scenic Attractions

For those who seek their leisure inland there is great choice and variety in Upstate New York's celebrated scenic wonders, all accessible by automobile. To the west there are the Niagara Frontier and the great falls; to the east, the Finger Lakes and the storied caverns; to the northeast, the majestic St. Lawrence and the beauties of the Thousand Islands.

Close neighbors of the Rochester area are the pretty "mini Finger Lakes" — Honeoye, Conesus, Canadice, and Hemlock, the latter two of which supply much of the city's water. The Genesee State Park and Recreation Commission supervises several other nearby recreation areas: Braddock Bay, Darien Lakes, Hamlin Beach on Lake Ontario, Lakeside Beach, Silver Lake, and the spectacular Letchworth Park, with its great Mount Morris Dam, built in the 1940s by the U.S. Corps of Engineers.

Letchworth Park, only 35 miles from Rochester, is especially breathtaking in summer and fall. Called the "Grand Canyon of the East," the gorge itself is the crowning feature of a wooded and meadowed 14,344-acre tract that has three major waterfalls, a 17-mile scenic-gorge route, the famous Glen Iris Inn, 82 cabins, 300 tent and trailer sites, two swimming pools, eight picnic and play areas, and a pioneer and Indian museum. For the more venturesome, there are numerous trails through the park offering closer communion with nature.

Opposite top: *Pansies in bloom at Highland Park*

Opposite left: *Hunters take to the fields in autumn in Upstate New York*

Opposite right: *Fishermen enjoy the last moments of daylight on Long Pond*

Below: *Billowing sails follow the wind on Lake Ontario*

For Your Information

Area Code	716
Basic Zip Code	14600
Emergency Numbers (for additional numbers for fire, police, ambulance, sheriff, State Police, see last page of telephone directory yellow pages)	
Ambulances (commercial)	
Beacon Economy Ambulance	546-3434
Monroe Medi-Trans	454-6210
National Ambulance	546-2525
Coast Guard	342-4140
Electric or Gas	546-1100
Emergency	454-1133
City Fire Emergency	232-2121
Life Line All medical emergencies, suicide, poison control, teen hotline, alcoholism, mental-health problems	275-5151
Police	
City of Rochester emergency	428-6666

Left: *Delicate fall colors invade Durand-Eastman Park*

Above: *The Monroe County Fair is a major annual attraction*

How to test a school's Q.Q.*:

√ Observe classrooms. Does the teacher do most of the talking or do students participate actively? Do the questions make students think or just recall facts? Do projects displayed on the bulletin boards seem challenging?

√ Get a feel for the school "climate." Would your child be happy here?

√ Is the principal responsive to parents? Are there regular parent-teacher conferences?

√ Visit the school. Find out if language arts and math are stressed throughout the curriculum. What special subjects — art, music, industrial arts, languages, work with computers, video, photography — are offered?

√ Are there classes for gifted children? Can advanced students take college level courses?

√ Some children learn quickly and can do some work independently. Others need more structure. Would the needs of both be met here?

The City School District of Rochester invites you to visit and see for yourself how our schools measure up.

For more information or to arrange a visit, contact the Office of Public Information and Services at: 131 W. Broad Street, Rochester, New York 14608, tel. (716) 325-4560, ext. 2526.

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New York State Police	271-4646
Federal Bureau of Investigation	546-2220
Secret Service	263-6830

Hospitals

Clifton Springs Hospital and Clinic, Clifton Springs	(1) 315-462-9561
Eastman Dental Center 625 Elmwood Ave.	275-5051
Genesee Hospital 224 Alexander St.	263-6000
Highland Hospital, South Ave., Bellevue Dr.	473-2200
Lakeside Memorial Hospital Brockport	637-3131
Strong Memorial Hospital 601 Elmwood Ave.	275-2271
Psychiatric Wing R 300 Crittenden Blvd.	275-3535
Monroe Community Hospital 435 E. Henrietta Rd.	473-4080
Myers Community Hospital Middle Rd., Sodus	232-1430
Park Ridge Hospital 1555 Long Pond Rd.	225-7150
Rochester General Hospital 1425 Portland Ave.	338-4000
Rochester Psychiatric Center 1600 South Ave.	473-3230
St. Mary's Hospital 89 Genesee St.	328-3300
F.F. Thompson Hospital Canandaigua	394-1100

City Offices

City School District 131 W. Broad St.	325-4560
City Service Office	428-7065
City Clerk, City Hall	428-7048
City Manager, City Hall	428-7120
City Treasurer (real-estate taxes) City Hall	428-7269
Dog Licenses, City Hall	428-7129
Marriage Licenses, City Hall	428-7130
Mayor's Office, City Hall	428-7045
Miscellaneous City Licenses, City Hall	428-6617
Parking Violations	428-7482
Bureau of Parks	428-6770
Public Information, City Hall	428-7135
Real Estate Taxes, City	428-6940
Recreation Bureau Permits	428-6767
Water Customer Services	428-7460
Zoning Board	428-7043
Other City Departments	428-7000

County of Monroe Offices

Emergency	
Fire	232-2121
Sheriff	428-5511
Public Information	428-2380
Airport Terminal	436-5624
Board of Elections	428-4550
Child Abuse	461-5690
Civil Defense	473-0710, 428-7200
Monroe County School Boards Assn.	381-6410
Commissioner of Jurors	428-5370
County Clerk	428-5151
County Courts	428-2331
Department of Finance (taxation)	428-5257
Department of Health	442-4000
Social Services (welfare)	442-4000
District Attorney	428-5680
Family Court	428-5429
License Plates — Automobile	428-2300
Parks	
Cabin Reservations	271-5340
Public Golf Courses	244-4640
Public Defender	428-5210
Public Works Department	461-3160
Unlisted departments	428-4500

State of New York

Industrial Placement	546-1770
Licenses	
Automobile Registration	428-2300
Operator's License	445-6330
State Lottery Office	232-1940
Job Service Center	546-3400
Taxpayer Assistance	546-7490
Public Works	442-8550
Unemployment Insurance	454-7030
Commerce Department	325-1944

United States Government

Consumer Product Safety	338-3470
Federal Information Center	546-5075
Federal Bureau of Investigation	546-2220
Internal Revenue Service	263-6770
U.S. Marshal	263-5787
Postal Service Information	263-5819
National Weather Service	235-0240
Secret Service	263-6830
Social Security	263-6200
U.S. Attorney	263-6760
Congressman	
34th District	263-6270
35th District	263-3156
Veterans Administration	232-5290

Public Utilities

Monroe County Water Authority	442-2000
City Water District	428-7460
Rochester Gas & Electric Corp.	546-1110
Rochester Telephone Corp.	325-9851
Ogden Telephone Company	352-3451
Niagara Mohawk Power Corp.	0-Enterprise 9019 9018 2172
Fairport Village Water & Electric	223-9500

Above: *Rose window of Asbury First Methodist Church*

Left: *The Rochester Fire Department's Attack Squad tests a new "wet suit" for winter water rescues*

ST. ANN'S HOME/THE HERITAGE is a modern health-facility complex rendering comprehensive health care services and a high quality of care and living to the elderly. St. Ann's is situated on a beautifully landscaped 32-acre site across from Rochester General Hospital and easily accessible to the greater Rochester area.

ST. ANN'S HOME is a 354-bed skilled nursing facility specializing in long-term care for the elderly. An excellent rehabilitation unit accepts post-hospital patients needing skilled therapy treatments prior to their return to the community. In addition to the Medical Department's three full-time staff physicians, there are also Physical Therapy, Occupational Therapy, and Speech Pathology services. Patients also receive the full services of our laboratory, dental office, ophthalmology office, X-ray room, and in-house pharmacy. Specialists are available to meet any other needs, such as podiatry, dermatology, etc.

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THE HERITAGE is a health related facility having 237 studio apartments whose residents maintain maximum independence. The same services are available to residents in either facility. Each Heritage apartment is composed of a living area, bedroom area, large bathroom, and a kitchenette for preparing breakfast. The lunch and dinner meals are provided in a luxurious dining room.

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Information on admission may be obtained by contacting the Intake/Referral Department.

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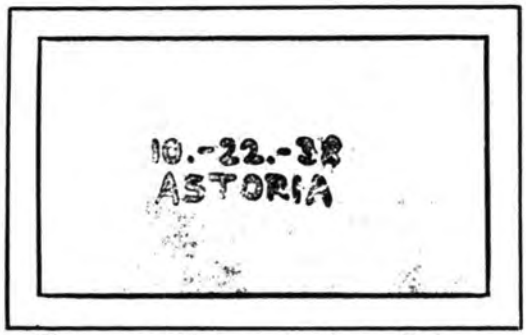
Advertisers' Index

ADVERTISER	PAGE
Air North	94
Allendale Columbia School	38
Allinger Personnel	41
Americana of Rochester	95
Bareham Security Agency Inc.	68
Best Western	99
Blair Supply Corp.	68
Business Methods, Inc.	84
Caldwell & Cook Inc.	43
Central Trust	92
Changing Scene, The	46
Chemical Bank	27
CITIBANK	66
City of Rochester	49
Computer Consoles Inc.	6
Computer Task Group, Inc.	80
County of Monroe	66
Cowles, Gifford & Klein, Inc.	108
Cromwell Construction Inc.	65
CVC Products, Inc.	88
Datron Computer Products, Inc.	72
Davenport Machine Tool Division	68
De Carolis Truck Rental Inc.	17
DKM Associates Agency	94
Dollinger Corporation	109
Dunhill of Rochester	84
Du Pont Photo Products Plant	84
Eastman Kodak Company	26
Econo-Car Rent-A-Car	20
Empire Sign Company	50
Erdle Metals, Inc.	20
Exele Information Systems, Inc.	Inside Back Cover
Farrel Rochester Division	47
First Realty Co.	16
Flower City Electric Service, Inc.	38
Gananda	5
Gannett Rochester Newspapers	39
Gifford, Cowles & Schoerberger, Inc.	108
Giltspur	88
Harris RF Communications	66
Haverstick & Company, Inc.	50
Highland Hospital	64
Holiday Inn	90
Hutchins, Young & Rubicam Inc.	42
IBM	66
I.P. Sharp Associates	72
Itek Graphic Products	98
Jennings Ford Tractor, Inc.	16
Jones Chemicals, Inc.	43
Kex Copy Products, Inc.	72
King James Motel	20
Kopper Kettle Restaurant, The	42
Likly's	42
Lincoln First Bank	27
Luster-Coate Metallizing Corp.	84
Marine Midland Bank, N.A.	21
Merrill Lynch Pierce Fenner & Smith Inc.	46
Michaels Realtors	73
Mobil Chemical Plastics Division	69
Monroe Abstract & Title Corporation	65
Monroe County School Board	12
Mc Curdy's	Back Cover
Mc Leod Stamp & Coin Co.	43
N.C. Freed Company	32
Olin Chemicals Group	32
Olsten Temporary Services	32
Oswald's Hof-Brau House	88
Park Ridge Hospital	64
Passero-Scardetta Associates	85
Pennwalt Pharmaceutical Division	60
Peters, Glen Inc. Realtors	95
Pierson Jr., Mitchell Inc. Realtors	59
Radionics Inc.	32
Ragu' Foods, Inc.	38
Ramada Inn	76
Raymond	92
R.C. Shaheen Paint Co., Inc.	16
RGRTA	80
Rochester Air Freight Service Corp.	92
Rochester Area Colleges	34
Rochester Chapter American Institute of Architects	98
Rochester Chapter National Tooling & Machining Assn.	56 & 57
Rochester City School District	106
Rochester Convention & Visitors Bureau	39
Rochester Gas & Electric	45
Rochester Institute of Technology	38
Rochester Instrument Systems	3
Rochester School For The Deaf	43
Rochester Telephone	110
R.T. French Company, The	50
Ryan Homes	52
Schlegel Corporation	20
Scrantoms	72
Security Trust	51
Shuron Textron	76
Sibley's	Inside Front Cover
SOS/Substitute Office Service	65
St. Ann's Home/The Heritage	108
St. Mary's Hospital	64
Sybron Corporation	77
Sykey Datatronics, Inc.	22
Trail Break Motor Inn	94
Trailways	16
Transmation Inc.	94
Vanderlinde Electric Corporation	17
Voplex Corporation	98
Whelpley & Paul Opticians	76
Xerox	112
Yaeger Electric Co., Inc.	46



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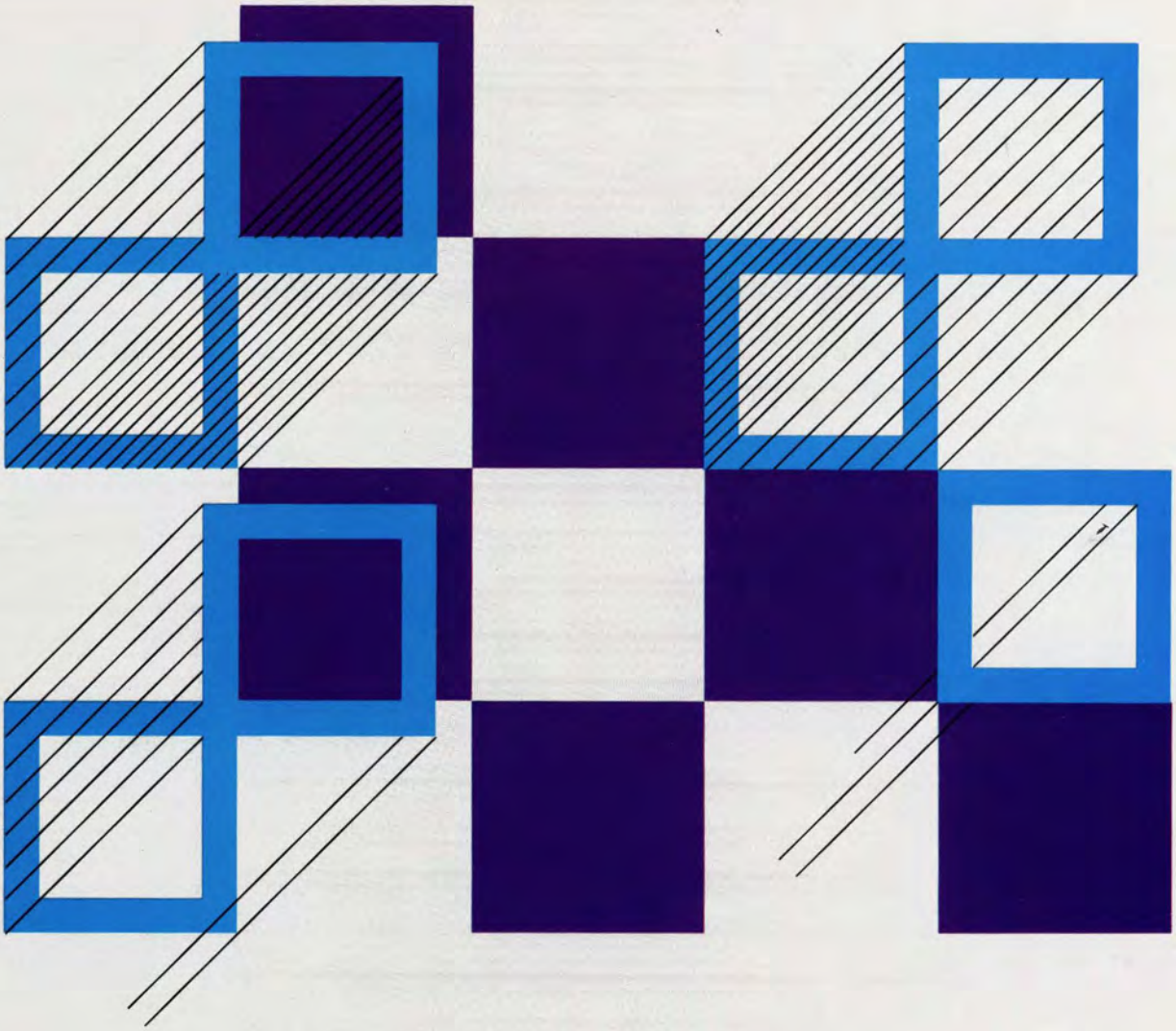

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